THE EFFECT OF BRAND EQUITY TOWARD CONSUMER BUYING DECISION BEHAVIOR OF SARI ROTI
(A CASE STUDY OF PRESIDENT UNIVERSITY STUDENT BATCH 2007)

By

Richardus Whisnu Brahmantya
011200700019

A thesis presented to the
Faculty of Economics President University
in partial fulfillment of the requirement for
Bachelor Degree in Management Major in International Business

August 2010
Chapter I

INTRODUCTION

1.1. Background of the Study

Today, all of the companies have competed to have good performance in their business. They do all ways to improve their performance and make a lot of new product to attract many customers. Many companies have to be creative and smart to make new innovation for their product to satisfy the customer needs. They compete to be the number one who release the best and the most innovative product that can useful for the customer. The company also expected to make good marketing strategy to sell their products or services to the customer. The marketing strategy starting from identification of the customer needs, decide what the company will produce, decide the suitable price of the product, decide the promotion tools, and how they distributed their product, until the product that the company produce in the hand of the customer.

In all business sectors, companies expected to produce an attractive and a unique product, both from the packaging, services, or even from the taste. The customer needs will be fulfill with a lot of the same kind of product, but with many different brand. That is why many companies expected to make good strategy to attract and won the heart of consumer to buy the company products. Companies also have to make good strategy to give name or brand of their products, so that the consumers can easier to differentiate from one product with another product even in the same kind.

Brand is a name, term, sign, symbol, or design, or a combination of these, that used for many goods or services of one seller or group of sellers and to differentiate them from many competitors product (Kotler, 2001; 301). Brand becomes a tool to attract the customer. Brand will help many customers to choose
the products or services that they need even there are many same kind of product in the market. If a company wants to survive to face the competition of many companies, they have to take care and try to develop their Brand Equity and their customer. Brand Equity is the value of a brand on products or services that will be connected to customer feel, think, or act to the brands. Brand is a prestige asset for the company, so the company has to know brand equity of their product with a research to all variable of brand equity. High brand equity can be created through higher Brand Loyalty, Brand Awareness, Perceived Qualities, and strong Brand Association.

Brand equity will be very important for the customer to choose and buy for many same kind products. Brand equity will be a reference for the customer before they choose and buy a product. That is why companies have to create and built attractive and describe the benefit of the product based on the customer need, so the consumer will have good and positive perception about that brand. Brand equity will be a companies asset, because from brand will influence many customer perception, where it will make positive and good impression about the company it self. Good brand is widely known brand by many people or customer. Brand also have to have a good positive quality or perception and positive association, so it will have a strong power to attract the customer and make the customer will be depend on that brand.

Company such as PT. Nippon Indosari Corpindo as a Bread factory is one of company that very concern about this Brand Equity. PT. Nippon Indosari Corpindo is one of the biggest local bread factories in Indonesia that was establish in 1996. One of their famous brands is called SARI ROTI. SARI ROTI has known as famous bread that has a tenderness and softness of their bread. One of the most important of this business is about their smoothness of the distribution. If the distribution is good, it will make good sales for the product it self. Today, SARI ROTI can be purchased in all of modern market and traditional market. PT. Nippon Indosari Corpindo have distributed their bread product through 56% distribution modern market, such as Hypermarket, Supermarket, and Minimarket,
whereas 44% through distribution traditional market, such as P&D and Agent (www.sariroti.com). We can say that SARI ROTI is the only one brand of bread product that have distributed in half of Indonesia from Lampung, all Java island, Madura, and Bali. SARI ROTI even does not have any competitor that have the same level with it. SARI ROTI show their Brand quality with get the position of only one brand of bakery product that include in “TOP 250 Original Brands in Indonesia” in Bakery categories that research by SWA magazine in 2009. SARI ROTI also gets “Top Brand Award for Kids” in 2009 and 2010 for white bread product that researched by Frontier Consulting Group (FCG) and Marketing magazine. For white bread categories, SARI ROTI have succeed to reach 53,4% index from the “Top Brand 2009” survey and 61,9% index from the “Top Brand for Kids 2009” survey, that is show that SARI ROTI have high significant compare with the companies that produce the same product.

All of this award proved that SARI ROTI is qualified bread product that always consume and remembered by many people and become the main choice of bread product. The positive perception of SARI ROTI will influence to the customer to have buying decision behavior, create emotional reaction in the customer mind, and finally will influence the interest of the customer to buy SARI ROTI product.

1.2. Company Profile

In general, the object of the research is PT. Nippon Indosari Corpindo, a company that moving on the bread business factory that have brand “SARI ROTI”.

PT. Nippon Indosari Corpindo is a foreign capital investment that produced bread. This company also the biggest bread company in Indonesia with two factories located in Jababeka Cikarang Industrial Area and one factory in Pasuruan Industrial Area, East Java.
In September 1996, PT. Nippon Indosari Corpindo release the first their bread product brand called “SARI ROTI”. Then in the beginning of 2001, they release the second their bread product called “BOTI”.

PT. Nippon Indosari Corpindo is the first bread company in Indonesia that used modern technology from Japan. In the process of making their bread product, they have standardized their bread product in three criteria that are Halal, Healthy, and Hygiene.

PT. Nippon Indosari Corpindo distributed their bread product through 56% distribution modern market, such as Hypermarket, Supermarket, and Minimarket, whereas 44% through distribution traditional market, such as P&D and Agent. Nowadays, “SARI ROTI” and “BOTI” bread products have distributed to Jabodetabek area, West Java, Middle Java, Yogyakarta, East Java, Lampung, and Bali.

The strength of PT. Nippon Indosari Corpindo is located in the Supply Chain Management in the way of job to equipping each of department in the company, so it can increase the efficiency and performance of the company. The skill of marketing, distribution, and management that support by the updating information technology has position PT. Nippon Indosari Corpindo in front of modern bread industry in Indonesia today.

1.2.1. Vision and Mission

Vision
Become the biggest bakery products company in Indonesia that produced and distributed high quality products with price that reached for the Indonesia people.

Mission
Help to increase the quality life of Indonesia people with produced and
distributed high quality food, halal, hygiene, and healthy for the customer through GMP (Good Manufacturing Practice), SSOP (Sanitation Standard Operating Procedure), and HACCP ( Hazard Analysis and Critical Control Point) method.

1.2.2. Company Products

PT. Nippon Indosari Corpindo has make two different brand for their product based on their position level of customer that is SARI ROTI and BOTI. SARI ROTI is for high and medium economy level of customer and BOTI is for low economy level of customer. PT. Nippon Indosari Corpindo also divided their products in several types, that is:

1. White Bread
   a. SARI ROTI
      The products:
      1. Roti Tawar Special
      2. Roti Tawar Premium
      3. Roti Tawar Gandum
      4. Roti Tawar Raising
      5. Roti Tawar Chocochip
      6. Roti Tawar Kupas
      7. Roti Tawar Premium 4
   b. BOTI
      The products:
      1. Boti Tawar Special
      2. Boti Tawar Pandan

2. Sweet Bread
   a. SARI ROTI
      The products:
      1. Roti Isi Coklat
      2. Roti Isi Strawberry
      11. Roti Cream Keju
      12. Roti Sobek Coklat Sarikaya
3. Roti Isi Sarikaya 13. Roti Sobek Coklat Keju  
5. Roti Isi Kelapa 15. Roti Sisir Mentega  
7. Roti Isi Coklat Keju 17. Roti Kasur Keju  
8. Roti Cream Coklat Я 18. Roti Sobek Coklat Strawberry  
10. Roti Cream Coklat Vanilla 20. Plain rolls  

b. BOTI  
The products:  
1. Boti Isi Coklat 7. Boti Isi Kelapa  
2. Boti Isi Sarikaya 8. Boti Cream Coklat  

3. Unbranded  
The products:  
a. Econo Crumb e. Un Branded Hot Dog  
b. Tepung Panir f. Un Branded Burger  
c. Trimming Kering g. Burger Wijen  
d. Trimming Fresh  

4. Sari Cake  
The Products:  
a. Chiffon Cup Cake Pandan  
b. Chiffon Cup Cake Coklat
5. Sari Roti Disney
The Products:
   a. Roti Tawar Susu       c. Roti Isi Krim Stroberi
   b. Roti Isi Krim Coklat   d. Roti Isi Krim Keju
1.2.3. Sales Department Organizational Chart

Sales Department chart:

![Organizational Chart](source: Sales Department of PT. Nippon Indosari Corpindo)

KAM : Key Account Manager
BSM : Branch Sales Manager
ASS : Area Sales Supervisor
KAE : Key Account Executive
1.2.4. Contact and Position

PT. Nippon Indosari Corpindo factory:

a. Jababeka
   Address : Jl. Jababeka XII A, block W 40 – 41
   Address : Jababeka, Cikarang 17530
   Telephone : (021) 893 5088
   Fax : (021) 893 5286
   Website : www. Sariroti.com

b. Pasuruan
   Address : Kawasan PIER (Pasuruan Industri Estate Rembang)
   Address : Jl. Rembang Industri Raya No. 28
   Address : Pasuruan, East Java 67152
   Telephone : (0343) 740 388
   Fax : (0343) 740 387

1.3. Problem Identified

As people are busier day by day, bread is something very common in people’s life nowadays. Today all people need something that can fulfill their hunger in their busy day. Bread becomes one of the alternatives for them. Now, people things that bread is a simple food that can fulfill their hunger even for a little bit. They usually eat bread in the morning as their breakfast or they usually take it for eat when they in the middle in the office.

When people want to buy a product, there is something that can be their consideration to choose of a product. One of their considerations is a brand of the product. With brand, consumer can identified each of the same kind of product without confuse which is better. They will hear or know from many information
sources about some famous brand of the product that they need. The consumer will choose all of brand’s product that has good or positive perception in the public. Good and positive brand indicate that the product have good quality. One of the most famous brands of bread in Indonesia is SARI ROTI.

The researcher decide to using SARI ROTI brand as their research object, because SARI ROTI is just the one of local bread business company that have succeed and well known by many people in half of Indonesia. Their businesses have reach Lampung, all Java Island, Madura, and Bali. They also have proved their quality with getting many awards for Top Brand for bread product in Indonesia.

In bread industry, there are many kind of bread brand in the market, but maybe the only one bread brand that have succeed and known by people is SARI ROTI. There are something that can make SARI ROTI is known by many people than another bread brand. SARI ROTI tries to develop the awareness of the consumer with many kinds of advertisement and trying to develop their quality of their product.

When we seeing the success of SARI ROTI, the author define in four variables that belief becomes the part of success key in marketing their product, those are Brand Loyalty, Brand Awareness, Perceived Qualities, and strong Brand Association. Based on the background of the study above, the author try to make a research and presented in the scientific paper in the form of a Thesis entitled “The Effect Brand Equity toward Customer Buying Decision Behavior of SARI ROTI : A Case Study of President University Student batch 2007”.
1.4. Statement of the Problem

Based on the background of the study above about the important of brand Equity of SARI ROTI with the customer buying decision behavior, the author trying to finds “Do the variables of brand equity that are Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty can influence customer buying decision to buy SARI ROTI”. It is in order to show where knowledge of brand equity’s elements and customer buying decision behavior and trying to recommend practicable solution.

1.5. Research Objective

The objectives of our study are:

a. To analyze and find out whether the variables of brand equity can influence customer buying decision to buy SARI ROTI.

b. To find out which element of brand equity that has the biggest correlation with consumer buying behavior.

1.6. Significance of the Study

This study is important for several reasons as follows:

For the student:

a. It can be used to improve our knowledge about the important of Brand Equity for company.

b. It can be used to strengthen the knowledge in customer buying decision behavior.

c. It can be used to know whether the variable of brand equity can influences customer buying decision to buy SARI ROTI.
For the company:
   a. To help the company build on strengthen and resolve weaknesses.
   b. To help the company improve and build the Brand Equity.
   c. To help the company to understand the customer buying decision behavior.

For the reader:
   a. It can gain and add some knowledge about customer buying decision behavior in the real life.
   b. It can used to make people more understand and know more about the important of Brand Equity for companies.

1.7. Scope and Limitations of the Study

1.7.1. Scope of the Study

This research focuses on the President University students in Cikarang, Jababeka. Their age is between 15 years old until 30 years old. They are the students of President University that still study in campus in any major batch 2007. This research come from consumer perspective, not come from producers perspective. This research studies about the correlation between brand equity of SARI ROTI with the customer buying decision behavior.

1.7.2. Limitations of the Study

These limitations of our study are:
   1. The samples are President University students batch 2007 in any major.
   2. The sample age between 15 years old until 30 years old.
1.8. Theoretical Framework

From the figure 1.2, the researcher gives an overview of how the thesis will be done. This thesis begins with the case of Brand Equity. It will be use four variables from the Brand Equity that are Brand Loyalty, Brand Awareness, Perceived Qualities, and strong Brand Association. Then it will goes to customer buying decision behavior that finally will find the final decision buy or not buy the product. This thesis is trying to find the variable of brand equity that influences the most of customer buying decision to buy SARI ROTI.

1.9. Assumptions and Hypothesis

1.9.1. Assumptions

Assumptions are the basic perceptions about one thing that used as the basis of thinking and reacting in do the thesis. The target consumers are the Indonesian students in President University. Their age is between 15 years old until 30 years old. They are student from Batch 2007 in any major. Thus, in this study, we assume that all of the Indonesian students in President University share the same attitude towards each evaluation criterion.
1.9.2. Hypothesis

Hypothesis is temporary answers of the research problems that tend to be assume because the researcher need to prove the truth. To conduct this research, the researcher has one as null Hypothesis with some alternatives:

1. H₀ – There is No significant effect towards consumer buying decision behavior.
   It is means that there is No significant effect towards consumer buying decision behavior by brand equity.

2. Hₐ – There is significant effect towards consumer buying decision behavior.
   It is means that there is significant effect towards consumer buying decision behavior by brand equity.

1.10. Definition of Terms

Brand : Brand is a name, term, sign, symbol, design, or a combination of these, which is used to identify the goods, or services of one seller or group of sellers and to differentiate them from those of competitors.

Brand Equity : Brand equity is the value of a brand, base on extent to which it has high brand loyalty, name awareness, perceived quality, strong brand association, and other assets such as patent, trade mark, and channel relationship.
Brand Awareness : Brand awareness is the ability of the consumer to recognize and remembered again that brand is part of a particular product category.

Brand Association : Brand association is all things that related with memory of a brand. Brand association also defines as all perception that appears in people mind that related with their memory about a brand.

Perceived Quality : Perceived quality is the consumer’s perception of the overall quality and advantages of a product or service in connection with the expected mean.

Brand Loyalty : Brand loyalty is a measurement of the consumer relationship to a brand.

Consumer Behavior : Consumer behavior is the behavior of the consumer that show in search, exchange, use, evaluate, manage goods, and service that they think will satisfy their needs.

Consumer Buying Decision Behavior : Consumer buying behavior refers to the buying behavior of final consumers that are individuals and household who buy goods and service for personal consumption.
2.1. **Brand**

Brand is one of important part of the product. Today, many companies think that give a brand of their product means that they have adding the value to their product. Brand is not just a name for a product, but more become an identity that can differentiate one product that the company produces and another product that the competitor produces. With this special identity, consumer will be easy to recognize a product that they need and make them easier to make decision to buy a product they need.

2.1.1. **Brand Definition**

Brand becomes a strategy for the company to attract and influence the customers. A product can be differentiating with other product with using brand.

Based on the Law of Republic Indonesia number 15 years 2001 part 1 about Brand, it said that “*Brand is a sign of image, name, word, letters, numbers, color composition, or combination of each element that have distinguish features and used in trading activity of product or service.*”

The other definition based on Kotler, P., Saunders, J., Amstrong, G., & Wong, V (1999:570, *Principle of Marketing Second European Edition*), he said that “*A brand is a name, term, sign, symbol, design, or a combination of these, which is used to identify the goods, or services of one seller or group of sellers and to differentiate them from those of competitors.***
Philip Kotler (1999:571) in the book of *Principle of Marketing Second European Edition* also defines four levels of meaning about Brand, that are:

1. **Attributes**
   All brands have attributes. Brand gives some attribute of the product to the consumers' mind. So when the consumers see one of brand, he will remember all attributes that have in that brand.

2. **Benefits**
   Consumer will not buy the attributes of the product or services, but they will buy the benefit of the product. Brand also has to describe the benefit that they will get from the product itself. It has to translate the benefit to the functional and emotional benefits.

3. **Values**
   Brand also can add some value to the product or service. Brand that has high value will be seen by the customer as brand that has high quality and classy product, so it can describe who will be the user of the brand.

4. **Personality**
   Brand also has some personality, especially personality for the consumers. So, when the consumers use a brand, the personality of the consumers will be reflecting by using that brand.

### 2.1.2. Brand Benefit

There are many benefits that brand can give to our business or companies that are:

1. **Brand give identity**
   Our product will be easy to identified and searching by the consumer because of brand. This is a basic function of brand that is give identity for the company’s product.
2. Differentiating with the competitor
The other basic function of brand is differentiating the company products with the competitor products. It will help the consumer to differentiate many kind of same products.

3. Increase the sales
If our brand has positive and good perception by the consumer, so our consumer will be talk and share about our product to their relatives of friends. It can influence and attract them to try our product. This condition directly will increase the company sales.

4. Build consumer loyalty
The consumers that have satisfied with the company product, they will automatically enter the company brands not only in their mind but also in their heart. They will feel get many advantage or benefit from the company product not just for functional and benefit but also emotional benefit. They will always buy the company’s product frequently without see the other cheaper or promotions from the competitor.

5. Make the consumers not sensitive about price
For the consumers that have known about the company’s brand, they will not mind to spend their money to buy that brand. They have get positive and good experience from try the company’s product and they will do anything to get the same experience even the price is higher.

6. Marketing communication become fluent
All of the marketer will be agree that the best advertisement is the word of satisfied that come out from their consumers. Indirectly, the consumers that satisfied of the company’s brand will help the company to promote the company’s product and the image of the product.
7. Attract the stakeholder

Brand that have known well in the market, it will not just attract the consumers, but also stakeholder. The company will be easy to find the investor to help them develop their brand.

2.1.3. Brand equity

Brand equity concept have appears as the main concept in the marketing strategy. Many companies have taken a serious to this brand equity. Brand equity is generally considered as a value of the product that affects the brand.

Based on Kotler (1999;572), he said that “Brand equity is the value of a brand, base on extent to which it has high brand loyalty, name awareness, perceived quality, strong brand association, and other assets such as patent, trade mark, and channel relationship.”

Aaker (1991) also define that “Brand equity is a said of brand assets and liabilities that associated with the brands, names, and symbols, which add to or subtract from the value given by the product or services to companies and / or for corporate consumers.”

Based on Aaker (2004) in the book of Brand Equity Ten : Strategi Memimpin Pasar, there are several elements of brand equity that are:

1. Brand Awareness

Based on Kotler (2006) in the book of B2B Brand Management, it define that Brand awareness is the ability of the consumer to recognize and remembered again that brand is part of a particular product category. Many people usually tend to buy a know brand, because they feel
comfortable and save with something that they have known. The other reason is they maybe have perception that known brand have the possibilities to have good quality for the product.

The role of brand awareness in brand equity will be depending on the levels that can achieve the awareness in the minds of the consumers. Based on Kotler (2006) in the book of *B2B Brand Management*, There are four levels of brand awareness from the lowest level until the highest level that are:

1. **Unaware of brand**
   This is the lowest level in brand awareness, where the consumers did not recognize at all of the brand.

2. **Brand recognition**
   This is the minimum level of brand awareness. This level is very important for the consumers when they want to choose a brand for purchasing a product. This level is also known as level of unaided recall.

3. **Brand recall**
   This level is also known as unaided recall, because the consumer will not need help to remember the brand. Brand recall is based on the request to someone for mention specific brand name.

4. **Top of mind**
   Top of mind is the highest level of brand awareness that the leader of many kind of brand in mind of the consumers. Top of mind define the first brand that remember or first time mention by the customer when someone ask about a product category.

Introduction and remembering a brand will make the effort to get the identity of names and links to product categories. Brand awareness can be
achieved by several ways that are (Kotler : 1999, *Principle of Marketing Second European Edition*):

a. The message must be easy to remember by people and there should be a relationship between the brand and product category.

b. Using jingle or logo interesting song that helps the consumers to remember the brand.

c. If the product has a symbol or logo, a symbol or logo that used should be linked with the brand.

d. Perform repetitions to increase the memory of remembering because it is more difficult to form than the form of recognition.

e. Brand awareness can be strengthened by means of an appropriate signal product category, brand, or both.

2. *Brand Association*

Brand association is all things that related with memory of a brand. Brand association also defines as all perception that appears in people mind that related with their memory about a brand ([http://www.managementstudyguide.com/brand-association.htm](http://www.managementstudyguide.com/brand-association.htm)). All impression about brand will be increase with many kind of experience that the consumer get from using that brand’s product and more frequent the consumers see the brand’s product in the company marketing communication strategy. Brand has to associate with positive thing, so the consumer that related with the company’s brand can be positive too.

The consumers have to convinced that brand have features and attributes that can satisfied their need. This condition will make the consumer have positive impression about the product. Brand association also helps the company to gain goodwill and can avoid the competitor to enter the market. Durianto (2004) in the book of *Brand Equity Ten : Strategi Memimpin Pasar* define the association that related with brand generally connected with several things that are:
a. Product attributes
Associating attribute or characteristic of a product is a positioning strategy that frequently used. Develop this association is very effective because if the brand attribute is have meaning, the association directly will translated in a reason for purchasing brand.

b. Intangible attributes
Intangible attributes is a general attribute, such as the perception of the quality, the development of the technology, or the value of impression that said a set of attribute that objective.

c. Consumer’s benefit
The benefit for the consumer can be dividing in two parts that are rational benefit and psychological benefit. Rational benefit is related with the attribute from the product that can be a process to take the decision in rational. The psychological benefit is the extreme consequences in attitudes formation that related with feeling that show when buy or use that brand.

d. Relative price
Evaluation toward brand in part of this product class will be started with the brand positioning in one or two price levels.

e. Application
This approach is with associated the brand with a uses or an applicant.

f. User/Consumer
This approach is associated the brand with user type or the consumer from that brand.
g. Celebrity/Person
   This connecting the celebrity or famous people with the brand that can transfer strong association that has by the famous people or celebrity to that brand.

h. Lifestyle/Personality
   Brand association with a lifestyle can be inspired by the consumer association of the brand with many kind of personality and characteristic of the same lifestyle.

i. Product class
   This associated a brand with the product class level

j. Competitor
   Know about the competitor and try to equal or more from the competitor

k. Country/ geographic area
   A country can be a strong symbol, if it has closed relationship with the product, material, and skill.

3. Perceived Quality

Perceived quality can be defined as the consumer’s perception of the overall quality and advantages of a product or service in connection with the expected mean
(http://www.studymarketing.org/articles/Brand_Management/What_is_Perceived_Quality?.html). Perceived quality will make a quality perception from a product in the consumer point of view. Perceived quality is a perception from the consumers, so perceived quality cannot determine objectively. The consumer perceptions involve what is important for the
consumer, because every consumer will have different needs of a product or service.

Aaker (1991) in the book of *Managing Brand Equity* define the dimension of perceived quality also defines into seven things that are:

1. **Performance**
   Perceived quality is involving the main operational characteristic. Because the consumer important factor is different with each other, sometimes the consumers have different attitude in assessment the attributes of a product.

2. **Service**
   This is reflected the ability to give service to a product.

3. **Durability**
   This is reflected the economical age from the product.

4. **Reliability**
   Reliability means consistency of performance in produce a product from one purchase to another purchase.

5. **Product Characteristic**
   Product Characteristic means the adding part from a product. This adding part give emphasize that company understand the consumers need according the growth.

6. **Conformance with specification**
   Conformance with specifications means a view about product quality that have according to the specification that have determined and tested.
7. Result
Result is lead to quality that has feel from another 6 dimensions before. If the company did not produce the final result of a good product, so it can make that product will not have another important quality attributes.

4. Brand Loyalty

Based on Aaker (1997:56), Brand loyalty can be defined as a measurement of the consumer relationship to a brand (http://jurnal-sdm.blogspot.com/2009/10/brand-loyalty-loyalitas-merek-definisi.html). This measurement can give a description about can or cannot the consumer switch to another brand that offered by the competitor, especially if the brand is found to be change, both concerning the price or another attributes. A consumer that very loyal to a brand will not easy to switch their purchasing to another brand, whatever happened with that brand. Brand loyalty is one of main indicator from brand equity that related to sales chances, which also means guarantee to receive company profit in the future.

Based on Mowen (1995:551), Brand loyalty can be define as “The level where the consumer have positive attitude toward a brand, have commitment and tend to continue to purchase the product with a brand in the future.” It means that brand loyalty indirectly have influence by satisfy and dissatisfy of the consumer toward a particular brand.

Brand loyalty from a group of consumer is the main of brand equity. If the consumer do not interest with a brand and buying a product because the characteristic of the product or price with less to taking care bout brand, so it means that the brand equity is very less. In the other side, if the consumer continues to buy the brand even they face the competitor that
offer product characteristic that better from price or the function, it means that brand have a strong brand equity.

Based on Kotler (2006) in the book of *B2B Brand Management*, Brand loyalty has five levels that every level show the marketing challenges to faces that are:

1. **Switcher**
   The consumer in this loyalty level can be defining as a consumer that place in the bottom level. The higher consumer frequency to switch their purchasing from one brand to another brand, it will show that the consumer do not have loyalty or not interest to that brand. In this level, the consumer will think all brand is good or have less influence in their buying decision making. The characteristic that show for this consumer is they will buy a product because the price is cheap.

2. **Habitual Buyer**
   The consumer in this loyalty level can be defining as a consumer that has satisfied with the product’s brand that they used. In this level, basically there is no enough reason to create a desire to buy another brand product or switch another brand, especially if the switches need more money, more efforts, or another sacrifice. Consumer will buy that brand according their habitual behavior all this time.

3. **Satisfied Buyer**
   In this level, the consumer included in satisfied category if they have consume that brand, even it might be they can switch their purchase to another brand with bear the switching cost that related to time, money or performance risk that closed with their action to switch to another brand. To attract the consumer come into this loyalty level, so the competitors have to overcome the switching
cost that have to borne by the consumer that come in this category will offer many big benefit as the compensation.

4. Likes the Brand
The consumer that included in this loyalty category is a consumer that really like that brand. In this level found the emotional feeling that related with that brand. The interest of the consumer can be by the association that related with symbol or experience when using it before, both happen by their self or their relatives.

5. Committed Buyer
In this level, the consumer is a loyalty consumer. They have pride as a user of that brand and even that brand become very important for them see from the function or as a expression about who they are. In this level, the actual of consumer loyalty show by the attitude to recommended and promote their brand to other people.

2.2. Consumer Behavior

Consumer behavior is the behavior of the consumer that show in search, exchange, use, evaluate, manage goods, and service that they think will satisfy their needs. The other definition is how the consumer wants to spend their resources that limited, such as money, time, a power to get goods or service that they wanted. The analyses about many factors that influence the consumer behavior become the basic of the marketing strategy development. Consumer behaviors also involve mind and feeling from people experience and do many behaviors in this consumption process. It is also involving all thing in environment that influence mind, feeling, and the behavior.
2.2.1. Consumer Buying Behavior

Consumers make many buying decisions every day. This is very important for the marketer to make some research to get the answer what the consumer buy, where they buy it, how they buy it, how much they buy it, when and why they buy it.

2.2.1.1. Definition of Consumer Buying Behavior

Consumer buying behavior based on Kotler and Amstrong (2001:171), refers to the buying behavior of final consumers that are individuals and household who buy goods and service for personal consumption. These all final consumers combine make up the consumer market. Consumers around the world vary tremendously in age, income, education level, and tastes. They also buy incredible variety of goods and services.

2.2.1.2. Characteristics of Consumer Buying Behavior

Consumer purchases are influence of many factors, there are: cultural, social, personal, and psychological characteristics. It is important to distinguish among these types since the marketing strategy required depends on the type of influence involve.
Figure 2.1. Characteristics of Consumer Buying Behavior

1. Cultural Factor

Cultural factors exert the broadest and deepest influence on consumer behavior. The marketers need to understand the role played by the buyers:

a. Culture

Culture is the most basic cause person’s wants and behavior. Every group or society has a culture and cultural influences on buying behavior may vary greatly from country to country. People usually will learn their behavior from the environment around it. So that the value, perception, reference, and the behavior will be different for people that live in one area with another people that live in another area
b. Subculture
Each culture contains smaller subcultures or group of people with shared value systems based on common life experiences and situations. Subculture includes nationalities, religions, and racial groups.

c. Social classes
Almost every society has some form of social class structure. Social classes are society’s relatively permanent and ordered divisions whose members share similar values, interests, and behaviors.

2. Social Factor

A consumer behavior is also influenced by social factors, such as the consumer’s:

a. Group
A person’s behavior is influenced by many small groups. In contrast, reference group serve as direct or indirect points of comparison of reference in forming a person’s attitude or behavior. This group can influence people’s behavior and also the lifestyle of the people. They can influence the choices of the product or brand that will be choose by people.

b. Family
Family members can strongly influence buyer behavior. The family is the most important consumer buying organization in the society and it has been researched extensively. The orientation of the family is family consist of parents that give the direction to lead the religion, political, economical, and about self esteem. Even the consumer is not live with their parents, he influence from the parent still can influence their behavior.
c. Social roles and status
A person belongs in many groups and the person position in each group can be defined in terms of both role and status. People often choose their product that can raise their status in society.

3. Personal Factor

A buyer decision also influenced by personal characteristics, such as the buyer’s:

a. Age
People change the goods and services they buy over their lifetimes. Buying also shaped by the stage of the family life cycle, mean the stages through which families might pass as they mature over time.

b. Occupation
A person’s occupation affects the goods and service they bought. Marketers try to identify the occupational groups that have an above average interest in their products and services.

c. Economic situation
A person’s economic situation will affect product choice.

d. Lifestyle
People coming from the same subculture, social classes, and occupational may have quite different lifestyles. Lifestyle is a person’s pattern of living as expressed in his or her psychographics.

4. Psychology Factor

A person’s buying choices are further influenced by four major psychological factors, there are buyer’s:
a. Motivation
Most of the needs will not be strong enough to motivate the person to act at a given point in time. A need becomes a motive when it is aroused to a sufficient level of intensity. A motive is a need that is sufficiently pressing to direct the person to seek satisfactions.

b. Perception
Perception is the process by which people select, organize, and interpret information to form a meaningful picture of the world.

c. Belief and attitude
Through doing and learning, people acquire beliefs and attitudes. Beliefs and attitudes of people can influence their buying behavior. A belief is a descriptive thought that a person has about something. And attitude describes a person’s relatively consistent evaluations, feelings, and tendencies toward an object or idea.

2.2.2. Decision Behavior

2.2.2.1. The Definition of Decision Behavior

Consumer decision is ability to define problems and select the best course of action (Kotler : 2001, Principle of Marketing Ninth Edition). The terms of consumer decision is an image of an individual carefully evaluating the attitudes of a set of products, brands, services, and rationally selecting the one that solves a clearly recognized need for the least cost.
2.2.2.2. Types of Buying Decision Behavior

Buying behavior differs greatly for many products. More complex decisions usually involve more buying participants and more buyer deliberation. There are four buying behavior based on the degree of buyer involvement and the degree of differences among brands.

<table>
<thead>
<tr>
<th>High involvement</th>
<th>low involvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significant differences</td>
<td>Variety seeking buying behavior</td>
</tr>
<tr>
<td>between brands</td>
<td></td>
</tr>
<tr>
<td>Few differences</td>
<td>Dissonance reducing buying behavior</td>
</tr>
<tr>
<td>between brands</td>
<td>Habitual buying behavior</td>
</tr>
</tbody>
</table>

Figure 2.2. Four Types of Buying Behavior

1. Complex buying behavior

Complex buying behavior means consumer buying behavior in situations characterized by high consumer involvement in a purchase and significant perceived differences among brands. The consumer usually does not know too much about the product category.

2. Dissonance reducing buying behavior

Dissonance reducing buying behavior means consumer buying behavior in situations characterized by high involvement but few perceived differences among brands. Their high involvement show from the fact that they buy the
product that characterized expensive, risk, and rarely. In this type, the consumer will around to learn what is available but the consumer will buy with fast because the difference of the brand is not real. The consumers just see from the good price and the easy way to buy it.

3. Habitual buying behavior

Habitual buying behavior means consumer buying behavior in situation characterized by low consumer involvement and few significant perceived brand differences. The consumer not try to find the information about the brand, evaluate the characteristic of the brand, and make full decision with a lot of consideration about the brand that they want to buy. Consumer is passive information receiver when they see the advertisement in television or other media. The repeating of the advertisement create they closed with the brand, but not make them loyal with the brand.

4. Variety seeking buying behavior

Variety seeking buying behavior means consumer buying behavior in situation characterized by low consumer involvement but significant perceived brand differences. Consumers make a lot of switching the brand, because consumers have a little trust, and have a brand without to much evaluate it. Consumers also switch their brand to another brand because they feel bored or want to another feeling. The switching brands happened because they want to have variation but not because they do not satisfy.

2.2.2.3. Process of Buying Decision Behavior

The buying process starts long before actual purchase and continuous long after. They other way to know about consumer is through the buying process. This process is consist of many step that consumer do when they decide what, when,
where, and how doing the purchasing. There are five stages of consumer buying decision process.

Figure 2.3. Buyer Decision Process

1. **Need recognition**

   Need recognition means the first stages of the buyer decision process in which the consumer recognizes a problem or need. All advertisement, suggest, and another stimulant make the consumer recognize about their needs.

2. **Information search**

   Information search means the stage of the buyer decision process in which the consumer is aroused to search for more information. The consumer may simply have heightened attention or may go into active information search. The consumer that intrigued their needs will push to find more information. Information is valuable for the consumers because it can help them to make buying decisions that make them more satisfy and avoid them to negative consequence that related to bad buying decision. So, the consumer will search a lot of information if that purchasing is important thing. There are the sources of the consumer to get the information that are:

   a. **Private sources**

      Such as: family, friend, or relative.
b. Commercial sources
Such as: advertisement, package, and display in the store.

c. Public sources
Such as: mass media and organization.

d. Experience sources
Such as: treatment, assessment, and usage of the product.

3. Evaluation of alternative

Evaluation of alternative means the stage of buyer decision in which the consumer uses information to evaluate alternative brand in the choice set. The basic concepts that can help to explain the process of evaluate the consumers are:

a. Consumer will think about the measurement important of the product that will be different based on their different need and the demand from each person.

b. Consumer possibility to develop the collection of brand’s perception where each brand have stand in each attributes.

c. Hope from the consumer toward the product satisfaction in full will be changes with level from the different attributes.

4. Purchase decision

Purchase decision means the stage of buyer decision in which the consumers actually buy the product. In evaluation level, consumers make a preference between many brands in consumer group choices. However, there is something that influences their purpose or interest to buy and decide to buy it that are:

a. Attitude of others
   In attitude of other factors, this is decrease the alternative that the consumer can choose or like. More incentive the other person do
negative action and more closed that person with the consumer, it will more make the consumer will changes the purpose of purchasing. Otherwise, if the preference of the consumer toward a brand will be increase if someone that he like also have the same feeling with the same brand.

b. Unexpected situational factors
However, the unexpected situational can changes the purpose of the consumer from purchasing. Because of that, habitual and interest to purchase not always bring out choices to buy in actual and real.

5. Post purchase behavior
Post purchase behavior means the stage of buyer behavior in which consumer take further action after purchase based their satisfaction or dissatisfaction. There will be any time that the consumer will not too sure about the purchasing or called cognitive dissonance is a wise. In trying to asses the purchasing, the consumer will search more adding fact, information, or advertisement to prove that their action to buy that they do is correct. Cognitive consonance will show when the consumer get satisfaction from the purchasing that he do. After the purchasing of the product, the consumer will feel satisfy or not and will continue to the behavior after the purchasing.
Chapter III
METHODOLOGY

3.1. Research Design

In this research, the researcher prefers to use quantitative method than qualitative method. People will easily to receive what we aim when we give argumentation based on the valid numerical data rather than use observation or interview result. Quantitative research attempts precise measurement of something.

This research was designed as a descriptive study. Descriptive studies is undertaken to describe answers to questions who, what, where, when, and how. The purpose is to describe phenomenon associated with a subject population or to estimate proportions of the population that have certain characteristics. The advantages of choosing descriptive research for this study are:

1. Descriptive study is suitable for these studies objectives, which focus on measuring the critical or important influencing factors or difference by measuring the weighted mean.
2. Descriptive study is an efficient and relatively inexpensive way of getting a large amount of data.
3. Descriptive study is the best intrusive form of research and is the most easily conducted.
3.2. Research Time and Place

This research is held in President University, Jababeka Education Park, Jl. Ki Hajar Dewantara Kota Jababeka, Bekasi. Time of the research is started from April 2010 until August 2010.

3.3. Research Instrument

3.3.1. Data Collection Tools

To know the response of the respondent about the effect of Brand Equity toward Consumer Decision Behavior on SARI ROTI to President University students, so the data collection tools that the researcher will be used that are:

1. Field research

   Field research is a research that directly does to the preferred consumers as the research object to collect the primary data with conduct:

   - Questioner

     Questioner is a spreadsheet that contains questions and statements that can convert qualitative data to quantitative data with hypothesis testing. This research uses self constructed questionnaire instrument to collect the data. The questionnaire consists of 23 questions. Each question will describe the instrument of four variables of Brand equity that are Brand Awareness, Brand Association, Perceived Quality, and Brand loyalty and also buying decision behavior.

     In this research the questioner form that used is Closed Question. Closed question means that the probability of the answer already
determined before and the respondent not given opportunity to give another answer.

Reasons for the use of Questioner as a major data collector are:
  ✔ To get the information that relevant with this research.
  ✔ To get the information or data that valid and reliable.

2. Library research

Library research obtained with collecting data and literatures information to review and all notes that obtained in university or another mass media. This research can be used to find secondary data and can be used as the research references. The researcher tries to make analysis and then make some conclusion and recommendation with the researcher skill.

3.3.2. Source of Data

Type of the data that used and need for this research that are:

1. Primary data

Primary data is data that obtained from the first sources that is from individual or person. Primary data is doing by spread the questioner to the consumer that will be examined to make them a respondent. The respondent will give their response, recommendation, suggest, and assessment.

2. Secondary data

Secondary data is the primary data that have further prepared to be another shape, such as table, graph, and diagram, so it will be more informative for other people. Secondary data can be obtained from books or literature studies.
### 3.3.3. Variable and Operational Variable

#### 3.3.3.1. Variable

The definition of variable is something that shaped that is determined by the researcher to be studied in order to find the information about it, then will drawn the conclusion. This research will use two kind of variable that are:

1. **Independent variable (Variable X)**
   
   Independent variable is variable that causes arose or change the dependent variable. Independent variables that the researcher will use in this research are the elements of the brand equity that are Brand Awareness ($X_1$), Brand Association ($X_2$), Perceived Quality ($X_3$), and Brand Loyalty ($X_4$)

2. **Dependent variable (Variable Y)**
   
   Dependent variable is a variable that influenced or become outcome, because of the independent variable. In this research, the dependent variable is customer buying behavior ($Y$)

#### 3.3.3.2. Operational variable

The operational variables definition is required to describe the variables that have been identified as an understanding of the research effort.
<table>
<thead>
<tr>
<th>Variable</th>
<th>Operational Definition</th>
<th>Indicator</th>
<th>Measurement Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Awareness (Variable $X_1$)</td>
<td>Brand awareness is the ability of the customer to recognize and remembered again that brand is part of a particular product category.</td>
<td>1. Brand memory</td>
<td>Likert Scale</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2. Brand introduction</td>
<td></td>
</tr>
<tr>
<td>Brand Association (Variable $X_2$)</td>
<td>Brand Association also defines as all perception that appears in people mind that related with their memory about a brand.</td>
<td>1. Product attributes</td>
<td>Likert Scale</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2. Price</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>3. Competitor</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>4. Life style</td>
<td></td>
</tr>
<tr>
<td>Perceived Quality (Variable $X_3$)</td>
<td>Perceived quality can be defined as the customer’s perception of the overall quality and advantages of a product or service in connection with the expected mean.</td>
<td>1. Product performance</td>
<td>Likert Scale</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2. Product quality</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>3. Service level</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>4. Reliability</td>
<td></td>
</tr>
</tbody>
</table>
Brand Loyalty (Variable X4)

Brand Loyalty can be defined as the level where the customer have positive attitude toward a brand, have commitment and tend to continue to purchase the product with a brand in the future.

1. The level of repeat purchasing
2. Consumer satisfaction
3. Commitment

Customer Buying Decision (Variable Y)

The meaning of consumer decision is an image of an individual that carefully evaluating the attitudes of a set of products, brands, services, and rationally selecting the one that solves a clearly recognized need for the least cost.

1. Need recognition
2. Information search
3. Evaluation of alternatives
4. Purchase decision
5. Post purchase behavior

3.3.3.3. The Variable Measurement Scale

The variable measurement scale that used in this research is Likert scale. Likert Scale is scale that comes from qualitative statement that used to measure attitude, opinion, and perception from someone or a group of people about social phenomenon. With Likert scale, the variable that measured will be converted into indicator variable, and then these indicators made as a starting point to develop instruments that can be questions or statements
The Likert Scale is developed by Rensis Likert. It is the most frequently used variation of the summated rating scale. Summated rating scale consists of statements that express either a favorable or an unfavorable attitude toward the object interest. The participant is asked to agree or disagree with each statement. Each response is given a numerical score to measure the participants overall attitude. *(Cooper and Schlinder, 2006)*

In this study, data were interpreted using five Likert scale as the same server as basis for the interpretation of the result of the computed data where the boundary of numeral and option includes.

*Table 3.2.*

Relative Grading Statement for Each Dimensions

<table>
<thead>
<tr>
<th>Relative Grading Statement</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>5</td>
</tr>
<tr>
<td>Agree</td>
<td>4</td>
</tr>
<tr>
<td>Neither Agree and Disagree / Neutral</td>
<td>3</td>
</tr>
<tr>
<td>Disagree</td>
<td>2</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>1</td>
</tr>
</tbody>
</table>

**3.4. Sampling Design**

**3.4.1. Size of Population**

Population simply is general area that consists of object or subject as quantity and certain characteristic considered by researcher to studied and then taken conclusion. The researcher only uses the Indonesian students as the bread product consumers. Their age is between 15 years old until 30 years old. They are still become a student of President University and have not graduated yet. They are
involved in batch 2007 from any major. President University’s student batch 2007 become as the population. From the Academic Department of President University is known that the total of President University’s student batch 2007 is about 178 people.

3.4.2. Sampling

To get the sample that describe the population, so in determine the research sample will be used Slovin Formula that will be:

\[
\frac{n}{N} = \frac{N}{1 + (N e^2)}
\]

Where:
\(n\) = Sample size
\(N\) = Population
\(l\) = Constant
\(e\) = desired margin error

From the total of population with the desired margin error is 5%, so with using Solvin formula will get the sample for:

\[
\frac{178}{1 + (178 (0.05)^2)} \approx 123.183
\]

\[= 123 \text{ people}\]
So, the total sample of this research is 123 students of President University batch 2007 from any major. This study will obtain the primary data research through questionnaire to 123 respondents who still study in President University as President University student batch 2007 from any major and also can eat bread.

3.4.3. Sampling Method

Sampling method used in this research is purposive (judgment) sampling which is a non probability sampling technique, in which an experienced researcher selects the sample based upon some appropriate characteristics of the sample members.

The reason for using sampling:
   a. Lower cost
   b. Greater accuracy of results
   c. Greater speed of data collection
   d. Availability of populations elements

3.5. Validity and Reliability Test

3.5.1. Validity Test

Validity test is used by the researcher to measure the data that have been obtained after the research that is a valid data with the measurement tools that used is Questioner. A valid instrument it means a measurement tools that have used to find the valid data. Validity can be defined as how much accuracy of a measurement instrument in doing their measurement functions. The criteria to determined validity of the data from a questioner that is:

If $r_{count} > r_{table}$, means the questions is Valid
If $r_{count} < r_{table}$, means the questions is Invalid
The correlation that have used is Product Moment Correlation with the formula that are:

\[
r = \frac{N (\sum XY) - (\Sigma X \Sigma Y)}{\sqrt{(N \Sigma X^2 - (\Sigma X)^2) (N \Sigma Y^2 - (\Sigma Y)^2)}}
\]

Description:
- \( r \) = The validity coefficient item that look for
- \( X \) = The value that obtain from the subject each item.
- \( Y \) = The value that obtain from the subject all item.
- \( \Sigma X \) = Total of value in X distribution
- \( \Sigma Y \) = Total of value in Y distribution
- \( \Sigma X^2 \) = Total of square each X value
- \( \Sigma Y^2 \) = Total of square each Y value
- \( N \) = Total of respondent

### 3.5.2. Reliability Test

Reliability is the level of reliability of the questioner. The reliable questioner is a questioner that if it repeated attempted to measure the same object will generated the same data. The reliability test will show the consistency from respondent answers in the questioner. This test is doing after the validity test and the test is the questions that have valid. If the data that have been obtained is same with the real fact, how many times the data intake, the result will be the same. The criteria of reliability that are:

If \( r_{\alpha} > r_{\text{table}} \), means the questions is reliable
If \( r_{\alpha} < r_{\text{table}} \), means the questions is Unreliable
3.6. **Analysis Data Method**

This research uses several analysis data method that are:

a. **Descriptive Analysis**

Descriptive analysis used to analyze the data with describe the data that have been collected, so it will know the perception about the effect of brand equity toward consumer buying decision behavior on SARI ROTI for President University student batch 2007.

b. **Normality Test**

The objective to do normality test is to determine whether a data distribution follow or closed with normal distribution. Not normal data distribution, because there is extreme value of the data that taken. For normality test there are 2 ways that can be used that are:

1. **Graph Analysis**

Normality of the data can be seen through the spread of points on the diagonal axis of the P-P Plot or by viewing the histogram of the residual.

The decision of normality or not normality distribution is based on this condition:

- If the data spread around the diagonal line and follow the direction of diagonal lines or histogram graph, it will shows the normal distribution pattern of the regression models meet the assumptions of normality.

- But If the data spread far from the diagonal or not to follow the direction of a diagonal line or histogram graph, it means does not show a normal distribution pattern of the regression models and did not meet the assumption of normality.
2. Statistic Analysis

The normality test is according to statistical non-parametric or Kolmogorov-Smirnov (K-S). If the value of Kolmogorov-Smirnov $Z < Z_{\text{table}}$ or the value of Asymp. Sig. (2-tailed) $> \alpha$, so the data is become normal distribution.

c. Multiple Regression Analysis

Multiple regression analysis used to determine the effect or relation between independent variable (brand awareness variable, brand association variable, perceived quality variable, and brand loyalty variable) and dependent variable (consumer buying decision variable). To get the result, researcher used SPSS version 17 software to help the researcher analyze the data. It will use Enter method from SPSS version 17.00 software. Enter method used with entering all free variables as predictor variable. All variable will get into the analysis to know whether independent variable have the positive effect and significant toward dependent variable. The formula that used to find the multiple regressions that is:

$$Y = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

Where:

- $Y$ = Consumer buying decision behavior
- $X_1$ = Brand Awareness
- $X_2$ = Brand Association
- $X_3$ = Perceived Quality
- $X_4$ = Brand Loyalty
- $b_1$-$b_4$ = Regression Constant
- $b_0$ = Constant
- $e$ = Standard Margin Error
d. **Determinant Coefficient (R²)**

Identification of Determinant (R²) used to determine how much the effect or contribution of all independent variable (X) toward dependent variable (Y). If the determinant (R²) higher or closed to 1, it means it is stronger the effect of independent variable (X) toward dependent variable.

e. **Hypothesis Test**

1. **T – Test**

T-test shows how much the effect of independent variable in individual toward dependent variable. The criteria that are:

\[ H_0 : b_1 = 0 \]

Means there is No any positive effect and significant from independent variable that are (\( X_1 = \) Brand Awareness, \( X_2 = \) Brand Association, \( X_3 = \) Perceived Quality, \( X_4 = \) Brand Loyalty) toward dependent variable that is consumer buying decision behavior (Y).

\[ H_a : b_1 \neq 0 \]

Means there is any positive effect and significant from independent variable that are (\( X_1 = \) Brand Awareness, \( X_2 = \) Brand Association, \( X_3 = \) Perceived Quality, \( X_4 = \) Brand Loyalty) toward dependent variable that is consumer buying decision behavior (Y).

There are the criteria to make decision:

\[ H_0 \text{ accept if } t_{\text{count}} < t_{\text{table}} \text{ on } \alpha = 5\% \]

\[ H_a \text{ accept if } t_{\text{count}} > t_{\text{table}} \text{ on } \alpha = 5\% \]
So the formulations are:

\[ X_1 : H_0 : b_1 = 0 \] means there is No significant effect between Brand Awareness and Consumer Buying Decision Behavior.

\[ H_a : b_1 \neq 0 \] means there is significant effect between Brand Awareness and Consumer Buying Decision Behavior.

\[ X_2 : H_0 : b_2 = 0 \] means there is No significant effect between Brand Association and Consumer Buying Decision Behavior.

\[ H_a : b_2 \neq 0 \] means there is significant effect between Brand Association and Consumer Buying Decision Behavior.

\[ X_3 : H_0 : b_3 = 0 \] means there is No significant effect between Perceived Quality and Consumer Buying Decision Behavior.

\[ H_a : b_3 \neq 0 \] means there is significant effect between Perceived Quality and Consumer Buying Decision Behavior.

\[ X_4 : H_0 : b_4 = 0 \] means there is No significant effect between Brand Loyalty and Consumer Buying Decision Behavior.
Ha : $b_4 \neq 0$ means there is significant effect between Brand Loyalty and Consumer Buying Decision Behavior.

2. F – Test

F – Test used to show whether all independent variable ($X_1 =$ Brand Awareness, $X_2 =$ Brand Association, $X_3 =$ Perceived Quality, $X_4 =$ Brand Loyalty) that get into the model have the same effect toward dependent variable that is consumer buying decision behavior ($Y$).

There are the criteria to make decision:

Ho accept if $F_{count} < F_{table}$ on $\alpha = 5$

Ha accept if $F_{count} > F_{table}$ on $\alpha = 5$

The formula of this Hypothesis is:

$H_0 : b_1, b_2, b_3, b_4 = 0$ means there is No significant effect between Brand Awareness, Brand Association, Perceived Quality, Brand Loyalty in together toward $Y$ variable Consumer Buying Decision Behavior.

$Ha : b_1, b_2, b_3, b_4 \neq 0$ means there is significant effect between Brand Awareness, Brand Association, Perceived Quality, Brand Loyalty in together toward $Y$ variable Consumer Buying Decision Behavior.
Chapter IV

ANALYSIS OF DATA AND INTERPRETATION OF RESULT

4.1. Validity and Reliability Test

Validity and reliability test is made by research tool that is Questioner. The spread of questioner that especially designed for validity and reliability test is give to 20 peoples outside the respondent.

4.1.1. Validity Test

An instrument can be valid if able to measure what we want and be able to measure data of variable appropriately investigated. The validity test is made using SPSS (Statistical Production and Service Solution) program version 17.00 with the level of significant 5% to 20 sample is 0.444.

The processing result from validity test can be seen in the table below.

<table>
<thead>
<tr>
<th>Question</th>
<th>Scale Mean if Item Deleted</th>
<th>Scale Variance if Item Deleted</th>
<th>Corrected Item-Total Correlation</th>
<th>Cronbach's Alpha if Item Deleted</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1</td>
<td>110.1000</td>
<td>91.568</td>
<td>.585</td>
<td>.875</td>
</tr>
<tr>
<td>1.2</td>
<td>110.2500</td>
<td>91.145</td>
<td>.4123</td>
<td>.877</td>
</tr>
<tr>
<td>1.3</td>
<td>110.2000</td>
<td>91.326</td>
<td>.574</td>
<td>.875</td>
</tr>
<tr>
<td>1.4</td>
<td>109.8000</td>
<td>103.958</td>
<td>.624</td>
<td>.894</td>
</tr>
<tr>
<td>1.5</td>
<td>110.7000</td>
<td>100.011</td>
<td>.223</td>
<td>.890</td>
</tr>
<tr>
<td>1.6</td>
<td>110.6000</td>
<td>93.411</td>
<td>.447</td>
<td>.878</td>
</tr>
<tr>
<td>1.7</td>
<td>110.4500</td>
<td>88.892</td>
<td>.7123</td>
<td>.871</td>
</tr>
</tbody>
</table>
According the table 1.1. above, it is show that from 31 questioner questions that are 22 questioner questions is valid with the value $r_{count} > r_{table}$ and 8 questioner question is not valid with value $r_{count} < r_{table}$. The nine questions that are not valid is questions number 1.2, 1.4, 1.5, 2.3, 2.6, 3.3, 3.5, 4.5, and 5.1.

Statistical interpretation of the total items that are:

1. **Scale Mean if Item Deleted**
   
   It is explain the value average of total if the variable is deleted, such as if the question number 1.1 is deleted, so the average value of total variable is 110.10 and if the average value of total number 1.2 is deleted, so the value will be 100.25, and so on.
2. Scale Variance if Item Deleted
It is explain the amount of total variance if the variable of questions is deleted. Example if variable question number 1.1 is deleted, so the amount of variance is 91.586, while is the variable question number 1.2 is deleted is 91.145, and so on.

3. Corrected Item Total Correlation
It is the correlation between the values of each item with value of total item that can be used to test the validity instrument. The value in the Corrected Item Total Correlation column is value of $r_{\text{count}}$ that will be compared with $r_{\text{table}}$ to know the validity on each question. If the respondent is 20, the value $r_{\text{table}}$ with level of significant 5% is 0.444.

Table 4.2.
Validity Test

<table>
<thead>
<tr>
<th>Question</th>
<th>Corrected Item-Total Correlation ($r_{\text{count}}$)</th>
<th>$R_{\text{table}}$</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1</td>
<td>.585</td>
<td>0.444</td>
<td>Valid</td>
</tr>
<tr>
<td>1.3</td>
<td>.574</td>
<td>0.444</td>
<td>Valid</td>
</tr>
<tr>
<td>1.6</td>
<td>.447</td>
<td>0.444</td>
<td>Valid</td>
</tr>
<tr>
<td>1.7</td>
<td>.7123</td>
<td>0.444</td>
<td>Valid</td>
</tr>
<tr>
<td>2.1</td>
<td>.449</td>
<td>0.444</td>
<td>Valid</td>
</tr>
<tr>
<td>2.2</td>
<td>.501</td>
<td>0.444</td>
<td>Valid</td>
</tr>
<tr>
<td>2.4</td>
<td>.461</td>
<td>0.444</td>
<td>Valid</td>
</tr>
<tr>
<td>2.5</td>
<td>.751</td>
<td>0.444</td>
<td>Valid</td>
</tr>
<tr>
<td>3.1</td>
<td>.475</td>
<td>0.444</td>
<td>Valid</td>
</tr>
<tr>
<td>3.2</td>
<td>.461</td>
<td>0.444</td>
<td>Valid</td>
</tr>
<tr>
<td>3.4</td>
<td>.499</td>
<td>0.444</td>
<td>Valid</td>
</tr>
<tr>
<td>3.6</td>
<td>.608</td>
<td>0.444</td>
<td>Valid</td>
</tr>
<tr>
<td>4.1</td>
<td>.447</td>
<td>0.444</td>
<td>Valid</td>
</tr>
<tr>
<td>4.2</td>
<td>.722</td>
<td>0.444</td>
<td>Valid</td>
</tr>
<tr>
<td>4.3</td>
<td>.694</td>
<td>0.444</td>
<td>Valid</td>
</tr>
<tr>
<td>4.4</td>
<td>.713</td>
<td>0.444</td>
<td>Valid</td>
</tr>
<tr>
<td>4.6</td>
<td>.473</td>
<td>0.444</td>
<td>Valid</td>
</tr>
<tr>
<td>4.7</td>
<td>.615</td>
<td>0.444</td>
<td>Valid</td>
</tr>
<tr>
<td>5.2</td>
<td>.471</td>
<td>0.444</td>
<td>Valid</td>
</tr>
</tbody>
</table>
The requirement to take the decision:
1. If \( r_{\text{count}} > r_{\text{table}} \) so the question will be Valid
2. If \( r_{\text{count}} < r_{\text{table}} \) so the question will be No Valid
3. \( r_{\text{count}} \) can be seen in the Corrected Item Total Correlation column.

From Table 4.2 above can be seen that all of question have the value of Corrected Item Total Correlation is bigger than \( r_{\text{table}} \) that is 0.444 so that all of the question will be valid and then can do the reliability test.

### 4.1.2. Reliability Test

Reliability is defined as reliability, dependability, and consistency. Results of measurement can be trusted if in few times when measuring the implementation of the same subject that obtained relatively similar result, that means having a good measurement consistency and a variable is said to construct or reliable.

Processing the result of the test validity can be seen in the Table 4.3 below:

<table>
<thead>
<tr>
<th>Question</th>
<th>Cronbach's Alpha if Item Deleted</th>
<th>Reliability</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1</td>
<td>.875</td>
<td>Reliable</td>
</tr>
<tr>
<td>1.3</td>
<td>.875</td>
<td>Reliable</td>
</tr>
<tr>
<td>1.6</td>
<td>.878</td>
<td>Reliable</td>
</tr>
<tr>
<td>1.7</td>
<td>.871</td>
<td>Reliable</td>
</tr>
<tr>
<td>2.1</td>
<td>.878</td>
<td>Reliable</td>
</tr>
<tr>
<td>2.2</td>
<td>.876</td>
<td>Reliable</td>
</tr>
<tr>
<td>2.4</td>
<td>.877</td>
<td>Reliable</td>
</tr>
<tr>
<td>2.5</td>
<td>.870</td>
<td>Reliable</td>
</tr>
<tr>
<td>3.1</td>
<td>.877</td>
<td>Reliable</td>
</tr>
<tr>
<td>3.2</td>
<td>.877</td>
<td>Reliable</td>
</tr>
</tbody>
</table>
### Descriptive Analysis

This methodology is a analytical method where data that have been collected initially prepared first, clarification, and can analyzed so that can give some clear description about the research problem.

The analytical descriptive is an explanation and description from the result of primary data that is Questioner that have fill by the respondent of the research.
The questioner that have been used in this research is measure by the Likert scale to asked the question what the effect brand equity toward consumer decision buying behavior of SARI ROTI in the President University. Brand equity consist of four variables that are variable Brand Awareness (X1) that consist of five questions, variable Brand Association (X2) is consist of four questions, variable perceived quality (X3) is consist of four questions, and variable Loyalty brand that is consist of six questions, while in the consumer decision buying behavior (Y) it is consist of 4 question. This questioner has spread to 123 respondents.

4.2.1. Descriptive Analysis of Respondent Characteristic

4.2.1.1. The Characteristic of Respondent based on Gender

The characteristic of respondent based on the gender can be seen in the Table below:

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>53</td>
<td>43%</td>
</tr>
<tr>
<td>Female</td>
<td>70</td>
<td>57%</td>
</tr>
<tr>
<td>Total</td>
<td>123</td>
<td>100%</td>
</tr>
</tbody>
</table>

*Table 4.4.* Characteristic based on Gender

*Figure 4.1. Gender Chart*
Table 4.4 will show the composition of gender where it will show from the respondent total that is 123 people. Female composition is about 70 people (57%) and Male is around 53 people (43%).

4.2.1.2. The Characteristic of Respondent based on Age

The characteristic of respondent based on the Age can be seen in the Table below:

Table 4.5
Characteristic based on Age

<table>
<thead>
<tr>
<th>Age</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 – 20 years old</td>
<td>19</td>
<td>16 %</td>
</tr>
<tr>
<td>20 – 25 years old</td>
<td>102</td>
<td>82 %</td>
</tr>
<tr>
<td>25 – 30 years old</td>
<td>2</td>
<td>2 %</td>
</tr>
<tr>
<td>Total</td>
<td>123</td>
<td>100%</td>
</tr>
</tbody>
</table>

Figure 4.2. Characteristic based on Age

Table 4.5 will show the composition of Age where it will show from the respondent total that is 123 people. 15 – 20 years old composition is about 19 people (19%), 20 – 25 years old is about 102 people (82%), and 25 – 30 years old is just 2 people (2%).
4.2.1.3. The Characteristic of Respondent based on Information Source

The characteristic of respondent based on the Information Source can be seen in the Table below:

<table>
<thead>
<tr>
<th>Information Source</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friend and Family</td>
<td>37</td>
<td>30 %</td>
</tr>
<tr>
<td>Salesman or Hawker</td>
<td>52</td>
<td>42 %</td>
</tr>
<tr>
<td>Advertisement on TV</td>
<td>23</td>
<td>19 %</td>
</tr>
<tr>
<td>Promotion Event</td>
<td>6</td>
<td>5 %</td>
</tr>
<tr>
<td>Magazine or Newspaper</td>
<td>5</td>
<td>4 %</td>
</tr>
<tr>
<td>Total</td>
<td>123</td>
<td>100 %</td>
</tr>
</tbody>
</table>

Table 4.6. Characteristic based on Information Source

Figure 4.3. Characteristic based on Information Source

Table 4.6 will show the composition of Information Source of SARI ROTI where it will show from the respondent total that is 123 people. Source from Friend and Family composition is about 37 people (30%), Salesman and Hawker is about 52 people (42%), Advertisement on TV is about 23 people (19%), Promotion Event is about 6 people (5%), and by Magazine and Newspaper is just 5 people (4%).
4.2.2. Descriptive Analysis of Variable

4.2.2.1. The Response of Respondent based on Brand Awareness

The response of respondent based on Brand Awareness is show from the five statements in questioner that will reflect the response of all respondent toward brand awareness of SARI ROTI.

1. SARI ROTI is widely known by public

The response of Brand Awareness based on the statement “SARI ROTI is widely known by public” can be seen in the Table below:

<table>
<thead>
<tr>
<th>Scale</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>35</td>
<td>28 %</td>
</tr>
<tr>
<td>Agree</td>
<td>84</td>
<td>69 %</td>
</tr>
<tr>
<td>Neither Agree or Disagree / Neutral</td>
<td>4</td>
<td>3 %</td>
</tr>
<tr>
<td>Disagree</td>
<td>0</td>
<td>0 %</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>0</td>
<td>0 %</td>
</tr>
<tr>
<td>Total</td>
<td>123</td>
<td>100 %</td>
</tr>
</tbody>
</table>

Table 4.7 will show the composition of response of Brand awareness variable for statement “SARI ROTI is widely known by public” where it will show from the respondent total that is 123 people. The response of that statement is about 35 people (28%) is strongly agree that SARI ROTI is have widely known by public, then 84 people (69%) is agree, and 4 people (3%) is neither agree or disagree / neutral of that statement. There are no people disagree or strongly disagree with that statement.
2. I know SARI ROTI is a famous bread product Brand that offers a variety of flavors.

The response of Brand Awareness based on the statement “I know SARI ROTI is a famous bread product Brand that offers a variety of flavors” can be seen in the Table below:

Table 4.9.
“I know SARI ROTI is a famous bread product Brand that offers a variety of flavors”

<table>
<thead>
<tr>
<th>Scale</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>26</td>
<td>21 %</td>
</tr>
<tr>
<td>Agree</td>
<td>87</td>
<td>71 %</td>
</tr>
<tr>
<td>Neither Agree or Disagree / Neutral</td>
<td>8</td>
<td>7 %</td>
</tr>
<tr>
<td>Disagree</td>
<td>2</td>
<td>2%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Total</td>
<td>123</td>
<td>100%</td>
</tr>
</tbody>
</table>

Table 4.9. will show the composition of response of Brand awareness variable for statement “I know SARI ROTI is a famous bread product Brand that offers a variety of flavors” where it will show from the respondent total that is 123 people. The response of that statement is about 26 people (21%) is strongly agree that “SARI ROTI is a famous bread product Brand that offers a variety of flavors.”, then 87 people (71%) is agree, 8 people (7%) is neither agree or disagree / neutral, and 2 people (2%) is disagree of that statement. There are no people who strongly disagree with that statement.
3. **It is not difficult to imagine products of the SARI ROTI in my mind.**

The response of Brand Awareness based on the statement “It is not difficult to imagine products of the SARI ROTI in my mind” can be seen in the Table below:

*Table 4.10.*

<table>
<thead>
<tr>
<th>Scale</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>21</td>
<td>17%</td>
</tr>
<tr>
<td>Agree</td>
<td>65</td>
<td>53%</td>
</tr>
<tr>
<td>Neither Agree or Disagree / Neutral</td>
<td>32</td>
<td>26%</td>
</tr>
<tr>
<td>Disagree</td>
<td>5</td>
<td>4%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Total</td>
<td>123</td>
<td>100%</td>
</tr>
</tbody>
</table>

*Table 4.10.* will show the composition of response of Brand awareness variable for statement “It is not difficult to imagine products of the SARI ROTI in my mind.” where it will show from the respondent total that is 123 people. The response of that statement is about 21 people (17%) is strongly agree that is not difficult to imagine products of the SARI ROTI in their mind, then 32 people (26%) is agree, 15 people (23%) is neither agree or disagree / neutral, and 5 people (4%) is disagree of that statement. There are no people who strongly disagree with that statement.

4. **Through there are many bread products brand, I can easily recognize products of SARI ROTI**

The response of Brand Awareness based on the statement “Through there are many bread products brand, I can easily recognize products of SARI ROTI” can be seen in the Table below:
Table 4.11.

“Through there are many bread products brand, I can easily recognize products of SARI ROTI”

<table>
<thead>
<tr>
<th>Scale</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>30</td>
<td>24%</td>
</tr>
<tr>
<td>Agree</td>
<td>64</td>
<td>52%</td>
</tr>
<tr>
<td>Neither Agree or Disagree / Neutral</td>
<td>25</td>
<td>20%</td>
</tr>
<tr>
<td>Disagree</td>
<td>4</td>
<td>3%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Total</td>
<td>123</td>
<td>100%</td>
</tr>
</tbody>
</table>

Table 4.11. will show the composition of response of Brand awareness variable for statement “Through there are many bread products brand, I can easily recognize products of SARI ROTI.” where it will show from the respondent total that is 123 people. The response of that statement is about 30 people (24%) is strongly agree that if there are many bread products brand, they can easily recognize products of SARI ROTI, then 64 people (52%) is agree, 25 people (20%) is neither agree or disagree / neutral, and 4 people (3%) is disagree of that statement. There are no people who strongly disagree with that statement.

4.2.2.2. The Response of Respondent based on Brand Associations

The response of respondent based on Brand Association is show from the four statements in questioner that will reflect the response of all respondent toward brand awareness of SARI ROTI.

1. The quality of SARI ROTI is in conformity with the price offered

The response of Brand Association based on the statement “The quality of SARI ROTI is in conformity with the price offered” can be seen in the Table below:
Table 4.12.

“The quality of SARI ROTI is in conformity with the price offered”

<table>
<thead>
<tr>
<th>Scale</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>10</td>
<td>8%</td>
</tr>
<tr>
<td>Agree</td>
<td>87</td>
<td>71%</td>
</tr>
<tr>
<td>Neither Agree or Disagree / Neutral</td>
<td>20</td>
<td>16%</td>
</tr>
<tr>
<td>Disagree</td>
<td>6</td>
<td>5%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Total</td>
<td>123</td>
<td>100%</td>
</tr>
</tbody>
</table>

Table 4.12. will show the composition of response of Brand Association variable for statement “The quality of SARI ROTI is in conformity with the price offered” where it will show from the respondent total that is 123 people. The response of that statement is about 10 people (8%) is strongly agree that the quality of SARI ROTI is in conformity with the price offered, then 87 people (71%) is agree, 20 people (16%) is neither agree or disagree / neutral, and 6 people (5%) is disagree of that statement. There are no people who strongly disagree with that statement.

2. SARI ROTI brand can compete with other brand.

The response of Brand Association based on the statement “SARI ROTI brand can compete with other brand” can be seen in the Table below:

Table 4.13.

“SARI ROTI brand can compete with other brand”

<table>
<thead>
<tr>
<th>Scale</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>38</td>
<td>31%</td>
</tr>
<tr>
<td>Agree</td>
<td>68</td>
<td>56%</td>
</tr>
<tr>
<td>Neither Agree or Disagree / Neutral</td>
<td>14</td>
<td>11%</td>
</tr>
<tr>
<td>Disagree</td>
<td>3</td>
<td>2%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Total</td>
<td>123</td>
<td>100%</td>
</tr>
</tbody>
</table>
Table 4.13. will show the composition of response of Brand Association variable for statement “SARI ROTI brand can compete with other brand” where it will show from the respondent total that is 123 people. The response of that statement is about 38 people (31%) is strongly agree that SARI ROTI brand can compete with other brand, then 68 people (55%) is agree, 14 people (11%) is neither agree or disagree / neutral, and 3 people (2%) is disagree of that statement. There are no people who strongly disagree with that statement.

3. I can easily find and get SARI ROTI in every supermarket

The response of Brand Association based on the statement “I can easily find and get SARI ROTI in every supermarket” can be seen in the Table below:

<table>
<thead>
<tr>
<th>Scale</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>39</td>
<td>32%</td>
</tr>
<tr>
<td>Agree</td>
<td>72</td>
<td>59%</td>
</tr>
<tr>
<td>Neither Agree or Disagree / Neutral</td>
<td>7</td>
<td>6%</td>
</tr>
<tr>
<td>Disagree</td>
<td>5</td>
<td>4%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Total</td>
<td>123</td>
<td>100%</td>
</tr>
</tbody>
</table>

Table 4.14. will show the composition of response of Brand Association variable for statement “I can easily find and get SARI ROTI in every supermarket” where it will show from the respondent total that is 123 people. The response of that statement is about 39 people (32%) is strongly agree that they can easily find and get SARI ROTI in every supermarket, then 72 people (59%) is agree, 7 people (6%) is neither agree or disagree / neutral, and 5 people (4%) is disagree of that statement. There are no people who strongly disagree with that statement.
4. The taste of SARI ROTI product is very delicious.

The response of Brand Association based on the statement “The taste of SARI ROTI product is very delicious” can be seen in the Table below:

Table 4.15.

“The taste of SARI ROTI product is very delicious”

<table>
<thead>
<tr>
<th>Scale</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>23</td>
<td>19 %</td>
</tr>
<tr>
<td>Agree</td>
<td>43</td>
<td>43 %</td>
</tr>
<tr>
<td>Neither Agree or Disagree / Neutral</td>
<td>33</td>
<td>33 %</td>
</tr>
<tr>
<td>Disagree</td>
<td>3</td>
<td>3 %</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>2</td>
<td>2 %</td>
</tr>
<tr>
<td>Total</td>
<td>123</td>
<td>100%</td>
</tr>
</tbody>
</table>

Table 4.15. will show the composition of response of Brand Association variable for statement “The taste of SARI ROTI product is very delicious” where it will show from the respondent total that is 123 people. The response of that statement is about 12 people (19%) is strongly agree that the taste of SARI ROTI product is very delicious, then 26 people (41%) is agree, 22 people (34%) is neither agree or disagree / neutral, 3 people (5%) is disagree, and 1 person (2%) strongly disagree of that statement.

4.2.2.3. The Response of Respondent based on Perceived Quality

The response of respondent based on Perceived Quality is show from the four statements in questioner that will reflect the response of all respondent toward brand awareness of SARI ROTI.
1. **SARI ROTI’s products have a distinctive flavor**

The response of Perceived Quality based on the statement “SARI ROTI’s products have a distinctive flavor” can be seen in the Table below:

*Table 4.16. “SARI ROTI’s products have a distinctive flavor”*

<table>
<thead>
<tr>
<th>Scale</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>7</td>
<td>6%</td>
</tr>
<tr>
<td>Agree</td>
<td>55</td>
<td>45%</td>
</tr>
<tr>
<td>Neither Agree or Disagree / Neutral</td>
<td>49</td>
<td>40%</td>
</tr>
<tr>
<td>Disagree</td>
<td>10</td>
<td>8%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>2</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>123</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

*Table 4.16.* will show the composition of response of Perceived Quality variable for statement “SARI ROTI’s products have a distinctive flavor” where it will show from the respondent total that is 123 people. The response of that statement is about 7 people (6%) is strongly agree that SARI ROTI’s products have a distinctive flavor, then 55 people (45%) is agree, 49 people (40%) is neither agree or disagree / neutral, 10 people (8%) is disagree, and 2 people (2%) strongly disagree of that statement.

2. **All products that SARI ROTI offered is very safe for consumption.**

The response of Perceived Quality based on the statement “All products that SARI ROTI offered is very safe for consumption” can be seen in the Table below:

*Table 4.17. “All products that SARI ROTI offered is very safe for consumption”*

<table>
<thead>
<tr>
<th>Scale</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>22</td>
<td>18%</td>
</tr>
</tbody>
</table>
Table 4.17. will show the composition of response of Perceived Quality variable for statement “All products that SARI ROTI offered is very safe for consumption” where it will show from the respondent total that is 123 people. The response of that statement is about 22 people (18%) is strongly agree that All products that SARI ROTI offered is very safe for consumption, then 73 people (59%) is agree, 26 people (21%) is neither agree or disagree / neutral, and 2 people (2%) is disagree of that statement. There are no people who strongly disagree with that statement.

3. SARI ROTI products have the same size and shape everytime I purchased

The response of Perceived Quality based on the statement “SARI ROTI products have the same size and shape everytime I purchased” can be seen in the Table below:

<table>
<thead>
<tr>
<th>Scale</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>17</td>
<td>14 %</td>
</tr>
<tr>
<td>Agree</td>
<td>66</td>
<td>54 %</td>
</tr>
<tr>
<td>Neither Agree or Disagree / Neutral</td>
<td>32</td>
<td>26 %</td>
</tr>
<tr>
<td>Disagree</td>
<td>8</td>
<td>7 %</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>0</td>
<td>0 %</td>
</tr>
<tr>
<td>Total</td>
<td>123</td>
<td>100 %</td>
</tr>
</tbody>
</table>

Table 4.18.

“SARI ROTI products have the same size and shape everytime I purchased”
Table 4.18. will show the composition of response of Perceived Quality variable for statement “SARI ROTI products have the same size and shape everytime I purchased” where it will show from the respondent total that is 123 people. The response of that statement is about 17 people (14%) is strongly agree that SARI ROTI products have the same size and shape everytime they purchased, then 66 people (54%) is agree, 32 people (26%) is neither agree or disagree / neutral, and 8 people (7%) is disagree of that statement. There are no people who strongly disagree with that statement.

4. SARI ROTI product is Hygiene, Healthy, and Halal

The response of Perceived Quality based on the statement “SARI ROTI product is Hygiene, Healthy, and Halal” can be seen in the Table below:

<table>
<thead>
<tr>
<th>Scale</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>30</td>
<td>24%</td>
</tr>
<tr>
<td>Agree</td>
<td>70</td>
<td>57%</td>
</tr>
<tr>
<td>Neither Agree or Disagree / Neutral</td>
<td>23</td>
<td>19%</td>
</tr>
<tr>
<td>Disagree</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Total</td>
<td>123</td>
<td>100%</td>
</tr>
</tbody>
</table>

Table 4.19. will show the composition of response of Perceived Quality variable for statement “SARI ROTI product is Hygiene, Healthy, and Halal” where it will show from the respondent total that is 123 people. The response of that statement is about 30 people (24%) is strongly agree that SARI ROTI product is Hygiene, Healthy, and Halal, then 70 people (57%) is agree, and 23 people (19%) is neither agree or disagree / neutral of that statement. There are no people who disagree and strongly disagree with that statement.
4.2.2.4. The Response of Respondent based on Brand Loyalty

The response of respondent based on Brand Loyalty is show from the six statements in questioner that will reflect the response of all respondent toward brand awareness of SARI ROTI.

1. I made SARI ROTI as my first choice in selecting snack or bread

The response of Brand Loyalty based on the statement “I made SARI ROTI as my first choice in selecting snack or bread” can be seen in the Table below:

Table 4.20.
“"I made SARI ROTI as my first choice in selecting snack or bread”

<table>
<thead>
<tr>
<th>Scale</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>10</td>
<td>8%</td>
</tr>
<tr>
<td>Agree</td>
<td>43</td>
<td>35%</td>
</tr>
<tr>
<td>Neither Agree or Disagree / Neutral</td>
<td>40</td>
<td>33%</td>
</tr>
<tr>
<td>Disagree</td>
<td>30</td>
<td>24%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Total</td>
<td>123</td>
<td>100%</td>
</tr>
</tbody>
</table>

Table 4.20. will show the composition of response of Brand Loyalty variable for statement “I made SARI ROTI as my first choice in selecting snack or bread” where it will show from the respondent total that is 123 people. The response of that statement is about 10 people (18%) is strongly agree that they made SARI ROTI as their first choice in selecting snack or bread, then 43 people (35%) is agree, 40 people (33%) is neither agree or disagree / neutral, and 30 people (24%) is disagree with that statement. There are no people who strongly disagree with that statement.
2. I feel satisfied after consuming SARI ROTI product

The response of Brand Loyalty based on the statement “I feel satisfied after consuming SARI ROTI product” can be seen in the Table below:

Table 4.21.
“’I feel satisfied after consuming SARI ROTI product’”

<table>
<thead>
<tr>
<th>Scale</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>6</td>
<td>5%</td>
</tr>
<tr>
<td>Agree</td>
<td>72</td>
<td>59%</td>
</tr>
<tr>
<td>Neither Agree or Disagree</td>
<td>42</td>
<td>34%</td>
</tr>
<tr>
<td>Neutral / / Neutral</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Disagree</td>
<td>3</td>
<td>2%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Total</td>
<td>123</td>
<td>100%</td>
</tr>
</tbody>
</table>

Table 4.21. will show the composition of response of Brand Loyalty variable for statement “I feel satisfied after consuming SARI ROTI product” where it will show from the respondent total that is 123 people. The response of that statement is about 6 people (5%) is strongly agree that they feel satisfied after consuming SARI ROTI product, then 72 people (59%) is agree, 42 people (34%) is neither agree or disagree / neutral, and 3 people (2%) is disagree with that statement. There are no people who strongly disagree with that statement.

3. I will recommend SARI ROTI products to my family, friends, or relatives if they want buy bread product

The response of Brand Loyalty based on the statement “I will recommend SARI ROTI products to my family, friends, or relatives if they want buy bread product” can be seen in the Table below:
Table 4.22.

“I will recommend SARI ROTI products to my family, friends, or relatives if they want buy bread product

<table>
<thead>
<tr>
<th>Scale</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>7</td>
<td>6%</td>
</tr>
<tr>
<td>Agree</td>
<td>51</td>
<td>41%</td>
</tr>
<tr>
<td>Neither Agree or Disagree / Neutral</td>
<td>54</td>
<td>54%</td>
</tr>
<tr>
<td>Disagree</td>
<td>9</td>
<td>9%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>2</td>
<td>2%</td>
</tr>
<tr>
<td>Total</td>
<td>123</td>
<td>100%</td>
</tr>
</tbody>
</table>

Table 4.22. will show the composition of response of Brand Loyalty variable for statement “I will recommend SARI ROTI products to my family, friends, or relatives if they want buy bread product” where it will show from the respondent total that is 123 people. The response of that statement is about 7 people (6%) is strongly agree that they will recommend SARI ROTI products to their family, friends, or relatives if they want buy bread product, then 51 people (41%) is agree, 54 people (44%) is neither agree or disagree / neutral, 9 people (7%) is disagree, 2 people (2%) is strongly disagree with that statement.

4. I think I am loyal to SARI ROTI’s product

The response of Brand Loyalty based on the statement “I think I am loyal to SARI ROTI’s product” can be seen in the Table below:

Table 4.23.

“I think I am loyal to SARI ROTI’s product”

<table>
<thead>
<tr>
<th>Scale</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>3</td>
<td>2%</td>
</tr>
<tr>
<td>Agree</td>
<td>39</td>
<td>32%</td>
</tr>
<tr>
<td>Neither Agree or Disagree / Neutral</td>
<td>45</td>
<td>37%</td>
</tr>
<tr>
<td>Disagree</td>
<td>29</td>
<td>24%</td>
</tr>
</tbody>
</table>
Table 4.23. will show the composition of response of Brand Loyalty variable for statement “I think I am loyal to SARI ROTI’s product” where it will show from the respondent total that is 123 people. The response of that statement is about 3 people (2%) is strongly agree that they think they are loyal to SARI ROTI’s product, then 39 people (32%) is agree, 45 people (37%) is neither agree or disagree / neutral, 29 people (24%) is disagree, and 7 people (6%) is strongly disagree with that statement.

5. I buy SARI ROTI products, because I like them

The response of Brand Loyalty based on the statement “I buy SARI ROTI products, because I like them” can be seen in the Table below:

<table>
<thead>
<tr>
<th>Scale</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>11</td>
<td>9%</td>
</tr>
<tr>
<td>Agree</td>
<td>69</td>
<td>56%</td>
</tr>
<tr>
<td>Neither Agree or Disagree / Neutral</td>
<td>28</td>
<td>23%</td>
</tr>
<tr>
<td>Disagree</td>
<td>15</td>
<td>12%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Total</td>
<td>123</td>
<td>100%</td>
</tr>
</tbody>
</table>

Table 4.24. will show the composition of response of Brand Loyalty variable for statement “I buy SARI ROTI products, because I like them” where it will show from the respondent total that is 123 people. The response of that statement is about 11 people (9%) is strongly agree that they buy SARI ROTI products, because they like them, then 69 people (56%) is agree, 28 people (23%) is neither agree or disagree / neutral, and 15 people (12%) is disagree with that statement. There is no any people strongly disagree with that statement.
6. **I buy SARI ROTI products, because I am used to buying them**

The response of Brand Loyalty based on the statement “I buy SARI ROTI products, because I am used to buying them” can be seen in the Table below:

<table>
<thead>
<tr>
<th>Scale</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>13</td>
<td>11%</td>
</tr>
<tr>
<td>Agree</td>
<td>62</td>
<td>50%</td>
</tr>
<tr>
<td>Neither Agree or Disagree / Neutral</td>
<td>32</td>
<td>26%</td>
</tr>
<tr>
<td>Disagree</td>
<td>16</td>
<td>13%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Total</td>
<td>123</td>
<td>100%</td>
</tr>
</tbody>
</table>

*Table 4.25.*

“I buy SARI ROTI products, because I am used to buying them”

*Table 4.25.* will show the composition of response of Brand Loyalty variable for statement “I buy SARI ROTI products, because I am used to buying them” where it will show from the respondent total that is 123 people. The response of that statement is about 13 people (11%) is strongly agree that they buy SARI ROTI products, because they are used to buying them, then 62 people (50%) is agree, 32 people (26%) is neither agree or disagree / neutral, and 16 people (13%) is disagree with that statement. There is no any people strongly disagree with that statement.

**4.2.2.5. The Response of Respondent based on Consumer Decision Buying Behavior**

The response of respondent based on Consumer Decision Buying Behavior is show from the four statements in questioner that will reflect the response of all respondent toward brand awareness of SARI ROTI.
1. **I try to find out the information about the existence of bread product brand before making a decision to buy it**

The response of Consumer Decision Buying Behavior based on the statement “I try to find out the information about the existence of bread product brand before making a decision to buy it” can be seen in the Table below:

### Table 4.26.

**“I try to find out the information about the existence of bread product brand before making a decision to buy it”**

<table>
<thead>
<tr>
<th>Scale</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>5</td>
<td>4%</td>
</tr>
<tr>
<td>Agree</td>
<td>46</td>
<td>37%</td>
</tr>
<tr>
<td>Neither Agree or Disagree / Neutral</td>
<td>32</td>
<td>36%</td>
</tr>
<tr>
<td>Disagree</td>
<td>34</td>
<td>28%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>6</td>
<td>5%</td>
</tr>
<tr>
<td>Total</td>
<td>123</td>
<td>100%</td>
</tr>
</tbody>
</table>

Table 4.26. will show the composition of response of Consumer Decision Buying Behavior variable for statement “I try to find out the information about the existence of bread product brand before making a decision to buy it” where it will show from the respondent total that is 123 people. The response of that statement is about 5 people (4%) is strongly agree that they try to find out the information about the existence of bread product brand before making a decision to buy it, then 46 people (37%) is agree, 32 people (26%) is neither agree or disagree / neutral, 34 people (28%) is disagree, 6 people (5%) is strongly disagree with that statement.
2. **I will evaluate the information that I get, such as Hygiene, Healthy, and Halal**

The response of Consumer Decision Buying Behavior based on the statement “I will evaluate the information that I get, such as Hygiene, Healthy, and Halal” can be seen in the Table below:

### Table 4.27.

“I will evaluate the information that I get, such as Hygiene, Healthy, and Halal”

<table>
<thead>
<tr>
<th>Scale</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>16</td>
<td>13 %</td>
</tr>
<tr>
<td>Agree</td>
<td>57</td>
<td>46 %</td>
</tr>
<tr>
<td>Neither Agree or Disagree / Neutral</td>
<td>35</td>
<td>28 %</td>
</tr>
<tr>
<td>Disagree</td>
<td>15</td>
<td>12 %</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>0</td>
<td>0 %</td>
</tr>
<tr>
<td>Total</td>
<td>123</td>
<td>100 %</td>
</tr>
</tbody>
</table>

*Table 4.27.* will show the composition of response of Consumer Decision Buying Behavior variable for statement “I will evaluate the information that I get, such as Hygiene, Healthy, and Halal” where it will show from the respondent total that is 123 people. The response of that statement is about 16 people (13%) is strongly agree that they will evaluate the information that they get, such as Hygiene, Healthy, and Halal, then 57 people (46%) is agree, 35 people (28%) is neither agree or disagree / neutral, and 15 people (12%) is disagree with that statement. There is no any people strongly disagree with that statement.

3. **I have a belief, that I have taken a right decision to enjoy and eat the products of SARI ROTI**

The response of Consumer Decision Buying Behavior based on the statement “I have a belief, that I have taken a right decision to enjoy and eat the products of SARI ROTI” can be seen in the Table below:
Table 4.28.

“I have a belief, that I have taken a right decision to enjoy and eat the products of SARI ROTI”

<table>
<thead>
<tr>
<th>Scale</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>11</td>
<td>9%</td>
</tr>
<tr>
<td>Agree</td>
<td>64</td>
<td>52%</td>
</tr>
<tr>
<td>Neither Agree or Disagree / Neutral</td>
<td>44</td>
<td>36%</td>
</tr>
<tr>
<td>Disagree</td>
<td>4</td>
<td>3%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Total</td>
<td>123</td>
<td>100%</td>
</tr>
</tbody>
</table>

Table 4.28. will show the composition of response of Consumer Decision Buying Behavior variable for statement “I have a belief, that I have taken a right decision to enjoy and eat the products of SARI ROTI” where it will show from the respondent total that is 123 people. The response of that statement is about 11 people (9%) is strongly agree that they have a belief, that they have taken a right decision to enjoy and eat the products of SARI ROTI, then 64 people (52%) is agree, 44 people (36%) is neither agree or disagree / neutral, and 4 people (3%) is disagree with that statement. There is no any people strongly disagree with that statement.

4. **I will buy and enjoy SARI ROTI bread product again**

The response of Consumer Decision Buying Behavior based on the statement “I will buy and enjoy SARI ROTI bread product again” can be seen in the Table below:

Table 4.29.

“I will buy and enjoy SARI ROTI bread product again”

<table>
<thead>
<tr>
<th>Scale</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>11</td>
<td>9%</td>
</tr>
<tr>
<td>Agree</td>
<td>81</td>
<td>81%</td>
</tr>
<tr>
<td>Neither Agree or Disagree / Neutral</td>
<td>29</td>
<td>24%</td>
</tr>
<tr>
<td>Disagree</td>
<td>2</td>
<td>2%</td>
</tr>
<tr>
<td>----------</td>
<td>-----</td>
<td>-----</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Total</td>
<td>123</td>
<td>100%</td>
</tr>
</tbody>
</table>

Table 4.29. will show the composition of response of Consumer Decision Buying Behavior variable for statement “I will buy and enjoy SARI ROTI bread product again” where it will show from the respondent total that is 123 people. The response of that statement is about 11 people (9%) is strongly agree that they will buy and enjoy SARI ROTI bread product again, then 81 people (66%) is agree, 29 people (24%) is neither agree or disagree / neutral, and 2 people (2%) is disagree with that statement. There is no any people strongly disagree with that statement.

### 4.3. Normality Test

The objective to do normality test is to determine whether a data distribution follow or closed with normal distribution. Not normal data distribution, because there is extreme value of the data that taken. The test has done by using SPSS version 17.0 software and can be analyze by 2 ways:

a. Graph analysis
   
   From graph analysis, we can see the shape of the graph that can show us our data is normal or not. The data can appear in form of Histogram and P-P Plot.
Figure 4.4. **Histogram**

From the Histogram, it can be concluded that the data is normality distributed, because it is bell shape and symmetrical in the appearance. The Histogram also shows perfectly symmetric about mean, which fulfill the requirement of normality assumption.

Figure 4.5. **P-P Plot**
From the normal P-P Plot of regression standardized residual above can be seen that the dots are spread around and follow the diagonal line with the whirlpool, which can be assume that the sample use is fulfill the normality test.

b. Statistical Analysis
The following is the result of normality test based on *Kolmogorov Smirnov*. If the result of *Kolmogorov Smirnov* test the value of Asymp. Sig (2-tailed) is more than 0.05 or α as significant level = 5%, so the data is involve in normal distribution.

<table>
<thead>
<tr>
<th>Table 4.30. One-Sample Kolmogorov-Smirnov Test</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Unstandardized Residual</strong></td>
</tr>
<tr>
<td>N</td>
</tr>
<tr>
<td>Normal Parameters*</td>
</tr>
<tr>
<td>Mean</td>
</tr>
<tr>
<td>Std. Deviation</td>
</tr>
<tr>
<td>Most Extreme Differences</td>
</tr>
<tr>
<td>Positive</td>
</tr>
<tr>
<td>Negative</td>
</tr>
<tr>
<td>Kolmogorov-Smirnov Z</td>
</tr>
<tr>
<td>Asymp. Sig. (2-tailed)</td>
</tr>
</tbody>
</table>

a. Test distribution is Normal.
b. Calculated from data.

From the *table 4.30*, it can be seen that the probability of *Kolmogorov Smirnov* test or Asymp. Sig. (2-tailed) is 0.365 or more than 0.05 (0.365 > 0.05). So, it can show that the data is normal distribution.

4.4. Multiple Regression Analysis

Multiple regression analysis used to determine the effect or relation between independent variable (brand awareness variable, brand association variable,
perceived quality variable, and brand loyalty variable) and dependent variable (consumer buying decision variable). The analysis of multiple regression analysis is using SPSS version 17.00 software and the result is on the table bellow.

Table 4.31.

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>.828</td>
<td>.448</td>
<td>1.846</td>
<td>.067</td>
</tr>
<tr>
<td>Brand Awareness</td>
<td>.180</td>
<td>.086</td>
<td>.174</td>
<td>2.094</td>
</tr>
<tr>
<td>Brand Association</td>
<td>.235</td>
<td>.086</td>
<td>.233</td>
<td>2.731</td>
</tr>
<tr>
<td>Perceived Quality</td>
<td>.093</td>
<td>.091</td>
<td>.092</td>
<td>1.022</td>
</tr>
<tr>
<td>Brand Loyalty</td>
<td>.223</td>
<td>.082</td>
<td>.251</td>
<td>2.717</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Consumer Buying Decision Behavior

The data processing above is producing a Multiple Regression equation model that is:

\[ Y = 0.828 + 0.180X_1 + 0.235X_2 + 0.093X_3 + 0.223X_4 + e \]

Where:
- \( Y \) = Consumer buying decision behavior
- \( X_1 \) = Brand Awareness
- \( X_2 \) = Brand Association
- \( X_3 \) = Perceived Quality
- \( X_4 \) = Brand Loyalty
- \( b_1- b_4 \) = Regression Constanta
- \( b_0 \) = Constanta
- \( e \) = Standard Margin Error

82
The model Interpretation:

a. Constant \( (b_0) = 0.828 \)
   It is means that without considering independent variable, the consumer buying decision of SARI ROTI for President University student batch 2007 will be still receive 0.828.

b. Regression coefficient Brand Awareness variable \((X_1) = 0.180 \)
   It is means that for each additional brand awareness variable in the amount of 1%, while the other variable is assume constant, so it can increase (because it is positive) the consumer buying decision of SARI ROTI for President University student batch 2007 in the amount of 0.180.
   It is show that brand awareness variable have positive effect and significant toward consumer buying decision of SARI ROTI for President University student batch 2007.

c. Regression coefficient Brand Associations variable \((X_2) = 0.235 \)
   It is means that for each additional brand association variable in the amount of 1%, while the other variable is assume constant, so it can increase (because it is positive) the consumer buying decision of SARI ROTI for President University student batch 2007 in the amount of 0.235.
   It is show that brand associations variable have positive effect and significant toward consumer buying decision of SARI ROTI for President University student batch 2007.

d. Regression coefficient Perceived Quality variable \((X_3) = 0.093 \)
   It is means that for each additional perceived quality variable in the amount of 1%, while the other variable is assume constant, so it can increase (because it is positive) the consumer buying decision of SARI ROTI for President University student batch 2007 in the amount of 0.093.
   It is show that perceived quality variable have positive effect and
significant toward consumer buying decision of SARI ROTI for President University student batch 2007.

e. Regression coefficient Brand Loyalty variable \( (X_4) = 0.223 \)

It means that for each additional brand loyalty variable in the amount of 1%, while the other variable is assume constant, so it can increase (because it is positive) the consumer buying decision of SARI ROTI for President University student batch 2007 in the amount of 0.223. It is show that brand loyalty variable have positive effect and significant toward consumer buying decision of SARI ROTI for President University student batch 2007.

### 4.5. Determinant Coefficient (R\(^2\))

The result of determinant coefficient (R\(^2\)) test using SPSS version 17.00 can be seen on the table below.

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
<th>Change Statistics</th>
<th>Sig. F Change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>R Square Change</td>
<td>F Change</td>
</tr>
<tr>
<td>1</td>
<td>.534</td>
<td>.285</td>
<td>.261</td>
<td>0.50231</td>
<td>.285</td>
<td>11.776</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Brand Loyalty, Brand Awareness, Brand Association, Perceived Quality  
   b. Dependent Variable: Consumer Buying Decision Behavior

From the table can be seen that:

a. The value of R is 0.534 is equal with 53.4% that show the correlation between brand awareness variable \( (X_1) \), brand association variable \( (X_2) \), perceived quality variable \( (X_3) \), and brand loyalty variable \( (X_4) \) toward consumer buying decision of SARI ROTI for President University student
batch 2007 is moderate correlation or substantial relationship. To make sure about the correlation between the variable, we can see the table of interpretation for correlation coefficient below.

*Table 4.33.*

Interpretation for Correlation Coefficient

<table>
<thead>
<tr>
<th>Coefficient</th>
<th>Correlation</th>
<th>Meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt; 0.20</td>
<td>Slight correlation</td>
<td>almost negligible</td>
</tr>
<tr>
<td></td>
<td></td>
<td>relationship</td>
</tr>
<tr>
<td>0.20 – 0.40</td>
<td>Low correlation</td>
<td>definite but small</td>
</tr>
<tr>
<td></td>
<td></td>
<td>relationship</td>
</tr>
<tr>
<td>0.40 – 0.70</td>
<td>Moderate correlation</td>
<td>substantial</td>
</tr>
<tr>
<td></td>
<td></td>
<td>relationship</td>
</tr>
<tr>
<td>0.70 – 0.90</td>
<td>High correlation</td>
<td>marked</td>
</tr>
<tr>
<td></td>
<td></td>
<td>relationship</td>
</tr>
<tr>
<td>0.90 – 1.00</td>
<td>Very high correlation</td>
<td>very dependable</td>
</tr>
<tr>
<td></td>
<td></td>
<td>relationship</td>
</tr>
</tbody>
</table>

b. The value of determinant coefficient or R square is 0.285 or 28.5%. It means that 28.5% variability of dependent variable that is consumer buying decision behavior variable (Y) can be influenced by the independent variable that are brand awareness variable (X1), brand association variable (X2), perceived quality variable (X3), and brand loyalty variable (X4), and the rest 71.5% (100% - 28.5%) are influenced by the other variables that are beyond the scope of this research.

c. Standard Error of Estimate means measure the variation of value that have predicted. The value of Standard Error of Estimate is 0.50231. If the value of is smaller, so it means it become better and make the regression model more accurate in predicting the dependent variable.
4.6. Hypothesis Test

4.6.1. T-test

T-test shows how much the effect of independent variable in individual toward dependent variable. There are the criteria to make decision:

Ho accept if $t_{\text{count}} < t_{\text{table}}$ on $\alpha = 5$
Ha accept id $t_{\text{count}} > t_{\text{table}}$ on $\alpha = 5$

Where:

$\alpha = 5$

$n$ (total sample) = 123 and $k$ (total variable) = 5
So $\text{df} = n - (k + 1) = 123 - (4 + 1)$
= 123 - 5
= 118
So, the $t_{\text{table}}$ for $\alpha = 5\%$ and $\text{df} = 118$ is 1.980

The result of T-test using SPSS version 17.00 software is show in the table below.

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>$t$</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
<td>.828</td>
<td>.448</td>
<td>1.846</td>
<td>.067</td>
</tr>
<tr>
<td>Brand Awareness</td>
<td>.180</td>
<td>.086</td>
<td>.174</td>
<td>2.094</td>
</tr>
<tr>
<td>Brand Association</td>
<td>.235</td>
<td>.086</td>
<td>.233</td>
<td>2.731</td>
</tr>
<tr>
<td>Perceived Quality</td>
<td>.093</td>
<td>.091</td>
<td>.092</td>
<td>1.022</td>
</tr>
<tr>
<td>Brand Loyalty</td>
<td>.223</td>
<td>.082</td>
<td>.251</td>
<td>2.717</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Consumer Buying Decision Behavior
From the table it can conclude that:

1. **Brand Awareness variable**
   
   This is the result of brand awareness t-test:
   
   \[ t_{\text{count}} = 2.094 > t_{\text{table}} = 1.980 \]
   
   Accept \( H_a \), rejected \( H_0 \)

   The result means Brand awareness variable have positive significant effect toward consumer buying decision behavior of SARI ROTI on President University student batch 2007.

2. **Brand Association variable**
   
   This is the result of Brand Association t-test:
   
   \[ t_{\text{count}} = 2.731 > t_{\text{table}} = 1.980 \]
   
   Accept \( H_a \), rejected \( H_0 \)

   The result means Brand association variable have positive significant effect toward consumer buying decision behavior of SARI ROTI on President University student batch 2007.

3. **Perceived Quality variable**
   
   This is the result of Perceived Quality t-test:
   
   \[ t_{\text{count}} = 1.022 < t_{\text{table}} = 1.980 \]
   
   Accept \( H_0 \), rejected \( H_a \)

   The result means Perceived Quality variable have Negative or No significant effect toward consumer buying decision behavior of SARI ROTI on President University student batch 2007.
4. Brand Loyalty variable

This is the result of Brand Loyalty t-test:

\[ t_{\text{count}} = 2.717 > t_{\text{table}} = 1.980 \]

Accept \( H_a \), rejected \( H_0 \)

The result means Brand Loyalty variable have positive significant effect toward consumer buying decision behavior of SARI ROTI on President University student batch 2007.

4.6.2. F-test

F-test shows how much the effect of all independent variable in individual toward dependent variable. There are the criteria to make decision:

- \( H_0 \) accept if \( F_{\text{count}} < F_{\text{table}} \) on \( \alpha = 5\% \)
- \( H_a \) accept if \( F_{\text{count}} > F_{\text{table}} \) on \( \alpha = 5\% \)

Where:

- \( \alpha = 5\% \)
- \( n \) (total sample) = 123 and \( k \) (total variable) = 5

So, \( df_1 = k - g \)
\[ df_2 = n - (k + 1) = 123 - (4 + 1) \]
\[ = 5 - 1 \]
\[ = 4 \]
\[ df_2 = 118 \]

So, the \( F_{\text{table}} \) for \( \alpha = 5\% \), \( df_1 = 4 \), and \( df_2 = 118 \) is 2.45

The result of F-test using SPSS version 17.00 software is show in the table below.
Table 4.35.

ANOVA\(^b\)

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>11.885</td>
<td>4</td>
<td>2.971</td>
<td>11.776</td>
<td>.000(^a)</td>
</tr>
<tr>
<td>Residual</td>
<td>29.773</td>
<td>118</td>
<td>.252</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>41.659</td>
<td>122</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Brand Loyalty, Brand Awareness, Brand Association, Perceived Quality

b. Dependent Variable: Consumer Buying Decision Behavior

This is the result of F-test:

\[
F_{\text{count}} = 11.776 > F_{\text{table}} = 2.45
\]

Accept \(H_a\), rejected \(H_0\)

The result means Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty have positive significant effect toward consumer buying decision behavior of SARI ROTI on President University student batch 2007.
Chapter V
CONCLUSION AND RECOMMENDATION

5.1. Conclusion

Based on the results of research on the effect of Brand Equity toward Consumer Buying Decision Behavior of SARI ROTI for President University student batch 2007 which has been discussed and the calculation of statistical calculations performed, so the researcher will draw conclusions as follows:

1. The Brand Equity of SARI ROTI get positive and a good assessment of contribution from the consumer, because have satisfied the consumer that used it or not. This condition can be seen from the recapitulation of the questioner about brand equity that most of the respondent give positive or good or agree response about brand equity of SARI ROTI.

2. According to the calculation using statistical method with the aid of SPSS version 17.00 software, then can be conclude that there is any significant effect of Brand Equity toward Consumer Buying Decision Behavior of SARI ROTI for President University student batch 2007. It is can be seen according to:
   a. The multiple regression analysis result that show each of Brand equity variable have positive coefficient that can increase the consumer buying decision of SARI ROTI for President University student batch 2007.

   b. The value of determinant coefficient or R square show consumer buying decision behavior can be influenced by the independent variable that are brand awareness, brand association, perceived
quality, and brand loyalty, and the rest are influenced by the other variables that are beyond the scope of this research.

c. From the T-test calculation can be conclude that from the fourth of the independent variable of Brand Equity that consist of Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty the most dominant effect toward consumer buying decision behavior of SARI ROTI for President University student batch 2007 is Brand Association variable. While variable that have negative effect toward consumer buying decision behavior of SARI ROTI for President University student batch 2007 is Perceived Quality.

d. From the F-test calculation can be conclude that All of the independent variable of Brand Equity that consist of Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty have positive significant effect toward consumer buying decision behavior of SARI ROTI for President University student batch 2007.
5.2. Recommendation

Based on the results of research on the effect of Brand Equity toward Consumer Buying Decision Behavior of SARI ROTI for President University student batch 2007 which has been discussed and the calculation of statistical calculations performed, so the author will propose some suggestions that are expected to be taken into consideration for the company that are:

1. The result showed that brand equity elements of SARI ROTI have a positive influence on consumer buying decision behavior for President University student batch 2007, so the elements of brand equity of SARI ROTI must be maintained and improved considering the high of competition of bread business.

2. PT. Nippon Indosari Corpindo as the owner of SARI ROTI should considering the Perceived Quality variable, such as the variant or distinctive flavor, the taste quality, shape and size, or durability of bread. It have to take more attention because from the result of the research, the Perceived Quality variable have negative effect or cannot influence more consumer to have buying decision. It is happen because based on the consumer the variant and distinctive flavor of SARI ROTI is less than another bread product and the age expiration of SARI ROTI is very short, it fast to get expired.

Thus all of the suggestion that the author wanted to say, I hope these suggestions will be useful for companies in maintaining the Brand Equity, so it can benefit the company's business.